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THE NATIONAL NEWSPAPER OF MARKETING

'I'll Let the Kids Off' . . .

Burnett Gives Staffers His Views on Client Loyalty

Independence Is Fine, but Buy Those Products, Agency Head Suggests

CHICAGO, Feb. 6—The following memorandum, addressed to "the organization," was sent to staff members of Leo Burnett Co. by the agency's chairman, Leo Burnett, setting forth his views on the use by agency personnel of products of the agency's clients:

TO: The Organization
FROM: Leo Burnett
Re: Scratching the Back of the Hand that Feeds you

This is a land (and a company) of free choice and free speech.

In this memo I would like to exercise my own right to free speech to express some thoughts about choice.

I hope you know me well enough to realize that your opportunities with this company have nothing whatsoever to do with your personal way of life or the products you use. Loyalty, obviously, cannot be legislated.

Nevertheless, I would like to get off my chest some thoughts that have been smouldering for a long time. I present them only as the way I personally feel. If they don't relate to you, that's that, and no harm is done.

As you well know, your income and mine are derived 100% from the sale of the products of our clients.

During the 36 years I have been in the agency business I have always been naively guided by the principle that if we do not believe in the products we advertise strongly enough to use them ourselves, or at least to give them a

(*Continued on Page* 74)

Cantaloupe Board New Agency Choice

FRESNO, CAL., Feb. 5—Five agencies are believed to be the finalists in a competition for a new advertiser, the California Cantaloupe Advisory Board. Decision day will be Feb. 18. One of the agencies—J. Walter Thompson—has not made its solicitation as yet. The other four are Dancer-Fitzgerald-Sample, McCann-Erickson, Botsford, Constantine & Gardner and Heintz & Co.

The board, which reportedly will spend less than $150,000 during its first year of promotion, got replies from 45 or 50 agencies, which answered an 18-point questionnaire. The applicants were pared down to three yesterday.

■ Letters from agencies interested in the account drew a response from the board which contained an unusual paragraph. It reads:

"You are not, at this time, required to submit any elaborate presentations or preconceived advertising or merchandising plans, as ample time will be afforded for consideration of matters of this nature. If any such plans are submitted voluntarily, either now or in the future, it must be with the express understanding that any ideas suggested may be used by the board without regard to what agency may be appointed and presentations may be submitted only with this understanding in mind."

The letter was signed by Paul C. Smith, manager of the board.

■ The questionnaire asked agencies to describe their organizations, size, financial size, financial ratings and personnel; it asked what food or fresh produce accounts the agencies handled, what such accounts were lost in the past five years "and for what reasons."

Another question asked the "basis of compensation" in connection with magazines, newspapers, radio, outdoor, trade papers and other media. Also, "how would you proceed in planning an advertising or promotion program; what research would you expect to be necessary; what merchandising analysis would you think should be prepared in advance of submitting a program." #

Big nickel offer!

BOOSTER—*Millbrook bread, a brand of National Biscuit Co., is promoting its "New . . . Improved" product with a nickel-in-the-package offer in Houston newspapers. McCann-Erickson is the agency.*

At Southeast 4A's . . .

Giant Agencies Will Never Rule Advertising: Jones

Despite Merger Trend, 'Darwinian Law' Sets Size, Agency Head Says

ATLANTA, Feb. 6—While agencies will be called upon to greatly increase the effectiveness of the advertising dollar, the future does not lead solely toward "a handful of giant agencies" which would dominate advertising.

"A few 'super' agencies will never control the advertising busi-

(*Continued on Page* 71)

As They Try to 'Qualify' for U. S. Cash . . .

Outdoor Ad Battle Shifts to States

Modification of U.S. Rules by Congressional Action Also Seen Likely

WASHINGTON, Feb. 4—The outdoor advertising industry is hard at work here and in state capitals in an effort to bring about modification of the federal government's stringent billboard control standards for the new interstate highway system.

Industry spokesmen maintain that the standards signed by former Commerce Secretary Sinclair Weeks on his last day in office went beyond congressional intent and tend to prohibit rather than regulate the erection of signs.

As an antidote, the industry is working behind the scenes for a review of the regulations by the new Commerce Department head, Lewis Strauss, or for legislation to upset some of the more drastic provisions of the Commerce Department's standards.

In addition, representatives of the industry are watching the sessions of state legislatures, many of which are considering outdoor zoning laws designed to meet the specifications of the federal standards.

■ A possibility of congressional intervention in the controversy was raised this week with the introduction of a bill (H.R. 3713) by Rep. James J. Delaney (D., N.Y.) specifying that states which outlaw all advertising along the interstate highways will not qualify for the special "bonus" which the Bureau of Public Roads is offering to those who adopt billboard control rules.

In introducing his bill, Rep. Delaney complained that the outdoor advertising standards issued by the Bureau of Public Roads

(*Continued on Page* 48)

Campbell-Ewald Gets Swissair in Contest With Eight Agencies

NEW YORK, Feb. 5—Campbell-Ewald Co., which billed about $80,000,000 in 1958, today won out over eight smaller agencies for the Swissair North America account, billing about $250,000 a year.

Swissair, which officially dropped deGarmo Inc. on Jan. 31, announced in November it was open for presentations from other shops (AA, Nov. 24). It was learned the selection was narrowed to nine finalists: Campbell-Ewald, deGarmo, Albert Woodley, Smith/Greenland, Wexton, Anderson & Cairns, Gumbinner and Rockmore Co.

While the airline's annual billings in '59 will probably not exceed $250,000, introduction of pure jet service in '60 may push annual billings far beyond this mark. #

'No Time for Creeps' . . .

Fight for Beer; Honor It, Brower Adjures Brewers

It's More Inviting Than Bread, More Legal Than Corn Flakes: BBDO Head

NEW YORK, Feb. 5—Beer regulation in the U.S. today is "a network of oppressive nonsense," and it's time for brewers to fight for the life of their industry instead of with one another, Charles H. Brower, president of Batten, Barton, Durstine & Osborn, told the U.S. Brewers Foundation at its annual convention here this week.

Noting that the foundation in the past has spent "quite a lot in making surveys," Mr. Brower pointed out that "people don't always know how they feel.

"And they don't know what they want either. How can they? They don't have access to all the facts.

"Twenty years ago one-third of the people in this country said they would rather have an icebox than an automatic refrigerator," he said. "And what kid could have told you a few months ago that he would soon be in the market for a hula hoop?

"You've got to keep telling them your story," Mr. Brower said, "the honest story for good beer—tell them over and over—tell them with courage and pride."

■ Commenting on the so-called

(*Continued on Page* 74)

Battle Looms in N.Y. Legislature on Plan to Let Food Stores Sell Drugs

Drug Men Defend Present Law; City Food Store Operators Call It Unfair

ALBANY, Feb. 5—A battle for a change in the distribution setup of major proprietary products looms in the legislature, and the stake is the rich New York market.

On one side is the New York Pharmaceutical Society, seeking to retain present provisions of the laws. On the other is the Home Remedies Committee and a clutch of the nation's largest drug companies, intent on liberalizing the law's provisions.

In the background is the confusing proprietary marketing situation in the nation's largest state.

At present, aspirin and milk of magnesia, for instance, may be sold only in stores where there is a registered pharmacist—i. e., drug stores, Food and variety stores would like to breach this tight control.

The fight follows a similar pattern of last year, when much the same issues were involved, and all legislation died in committee.

■ The situation in New York is reminiscent of a similar one that existed in Washington, D. C., up until last fall. At that time, Safeway "tested" the 50-year-old local law there which prevented grocers from selling aspirin. The commissioners of the District of Columbia

(*Continued on Page* 75)

Last Minute News Flashes

Cresta Blanca Moves Again—to Doyle Dane

NEW YORK, Feb. 6—CBA Corp., subsidiary of Schenley Industries, maker of Cresta Blanca and Roma wines, will move its Cresta Blanca line March 1 from Norman, Craig & Kummel to Doyle Dane Bernbach Inc. The Roma brands will remain with NC&K, which was given both lines Jan. 1, when they were moved from Foote, Cone & Belding (AA, Oct. 20). As previously reported (AA, Jan. 26), the E. J. Gallo Winery account will move March 1 from DDB to Batten, Barton, Durstine & Osborn.

Calkins & Holden Ousts North

NEW YORK, Feb. 6—Victor North, who with his partner, M. Seklemian, brought "about $4,000,000" in billings to Calkins & Holden via a merger last June, is out as senior vp at the larger agency. J. Sherwood Smith, C&H board chairman, told ADVERTISING AGE the former president of Seklemian & North was fired. Mr. North would not comment on his departure or on his future plans. He said Seklemian & North is still an active corporation. He would not say whether he plans to reactivate the company, which brought 25 accounts to C&H at the time of the merger. He would not comment on the possibility of his former accounts and employes following him to another agency.

Weston Biscuit Shifts to Hartman from Doner

PASSAIC, N.J., Feb. 6—Weston Biscuit Co., Passaic, N.J., has appointed L. H. Hartman Co., New York, to handle its account. Repackaging programs and new product introductions are scheduled later this year in selected markets. Formerly at Doner & Peck, Weston was one of several accounts which Sidney Alexander expected to accompany him from Doner & Peck to Kastor, Hilton, Chesley, Clifford & Atherton.

(*Additional News Flashes on Page* 75)

Auto Dealers Sound Note of Cautious Cheer

Ads, Price Tag Praised; Factory Relations Mostly Good, AA Survey Shows

This is the second of a two-part report on how the 1959 model cars are selling in 11 major markets, and how dealers like advertising, styling and the new price-posting law. Part 1 appeared in last week's issue.

CHICAGO, Feb. 4—Feelings behind predictions by auto industry executives that substantial increases in sales of 1959 autos will lead them out of the recession seem to be shared, at least partially, by auto dealers, according to a survey by ADVERTISING AGE.

Since the dealers are the final industry link with the consumer—whose decision to buy or not to buy is the critical one—AA correspondents in 11 cities talked to top dealers about sales, advertising, styling and the new law requiring the posting of suggested factory prices.

Dealers expressed a determined optimism about 1959. As of today, most say their sales are better than a year ago, although factory strikes have hampered some of them. Most also approve of present factory advertising, and almost all like the new price sticker.

Last week AA presented the first half of a two-part report on its survey. It covered dealers in New York, Washington, Cleveland, Philadelphia and Detroit.

The second half, published this week, reports conditions in Minneapolis, Chicago, Houston, Seattle, San Francisco and Los Angeles.

Minneapolis

Sales of 1959 models by Minneapolis area dealers are running well ahead of comparable periods in the 1958 model year, with demand holding up "surprisingly well" during the expected midwinter, seasonal lag, according to a survey of major dealers here by David Lee.

But some dealers report continuing difficulties in getting delivery of autos to fill order backlogs. Others report that low inventory difficulties are just beginning to clear up after industry labor troubles. The strikes and slow factory deliveries have been the most discouraging parts of the 1959 model introduction, many said.

Dealers are generally satisfied with advertising and factory support during the introduction, although comments range from enthusiasm (Ford and Cadillac dealers) to complaints of "too conservative" and "not enough"

(Continued on Page 68)

Fewer Dealers in '58

DETROIT, Feb. 4—Reduced auto sales during 1958 resulted in the reduction of U.S. car dealers by 1,846, according to a census by *Automotive News*. It was the seventh decline in eight years, the weekly said, and brought the new total to 35,774. Ford, Chrysler and General Motors lost total dealers, while American Motors and Studebaker-Packard hiked their totals 25% and 20% respectively, the report said.

Butler Heads Unit Linking Newspaper Associations on Color

HOUSTON, Feb. 5—An inter-association Color Guidance Committee has been formed by four of the leading associations in the newspaper advertising field, to serve as a focal point for all problems relating to newspaper color.

The committee consists of Cranston Williams, representing the American Newspaper Publishers Assn.; M. J. Butler, *Houston Chronicle*, representing the Newspaper Advertising Executives Assn.; Charles Lipscomb, representing the Bureau of Advertising, and Charles Buddle, J. P. McKinney & Son, representing the American Assn. of Newspaper Representatives.

Mr. Butler, whose idea it was to coordinate the efforts of the groups, is chairman of the committee.

■ The committee will coordinate activities of the four associations devoted to various phases of newspaper color, calling on the appropriate association to act in areas which properly come within that association's scope of activities. Mechanical problems, for example, would be assigned to the ANPA mechanical department for study or development, while sales problems would go to the BofA, the representatives or the NAEA.

Several projects are already under study by the committee. #

Cahn, Miller & Strouse Bows

Two Baltimore agencies—Strouse & Co. and Cahn-Miller—have merged to form Cahn, Miller & Strouse. Louis F. Cahn is president. Samuel S. Strouse is vp and treasurer. William C. Harris is vp and secretary. C. LeRoy Miller has retired from active participation in the business. The agency will operate from 510 St. Paul Pl.

National's Ads to Urge Easterners to Drink Bourbon

Drive Aims to Correct Gothamite Backwardness in Shifting from Blends

NEW YORK, Feb. 4—National Distillers Products Co. next week will break what is reportedly the largest and most concentrated advertising campaign ever launched for the promotion of Kentucky bourbon whisky in the New York metropolitan market.

Ads for the company's Bellows Club, Old Crow, Old Grand-Dad and Old Taylor brands will break Feb. 10 in the *New York Herald Tribune, Newsday, New York News, New York Times, New York World-Telegram & Sun* and the Macy chain of Westchester County newspapers. The schedule calls for an average of 42 ads each month for the remainder of the year in this area. In addition, *The New Yorker* and *Cue* will be used weekly, plus publications in the liquor field and a variety of point of sale materials.

Within a month the campaign will be extended to other metropolitan areas along the Atlantic Coast.

Two agencies, Kudner Agency and Lawrence Fertig & Co., cooperated in preparing the campaign. Kudner handles Bellows Club, Old Grand-Dad and Old Taylor; Fertig handles Old Crow.

■ The Old Crow ads will show

(Continued on Page 73)

DIRECT—*Crown Zellerbach Corp. comes right out and calls one of its products "toilet tissue" in this page scheduled for March magazines.*

Crown Zellerbach Sets $2,000,000 Zee-Chiffon Push

SAN FRANCISCO, Feb. 3—Crown Zellerbach Corp. has boosted its advertising allocation for Zee and Chiffon tissue papers by 30% and will spend approximately $2,000,000 in its 1959 campaign for these products.

The campaign, prepared by Cunningham & Walsh, also will mark a departure in which the facts of life are faced four-square and toilet tissue will be called "toilet" tissue in advertising.

For Zee toilet tissue and towels the basic continuity medium will be outdoor, with 300 regional showings scheduled for the next 12 months.

On radio, Zee will use 12 stations in 11 western states and throughout Texas with one-minute, 20- and 30-second spots. All new copy and music for the radio campaign has been prepared by Hollywood's Stan Freburg.

B&w ads will promote Zee in 25 newspapers in selected markets. The first ad will be six full columns, with follow-up ads of 850 lines.

■ For the Chiffon tissue and towels, tv will be the primary medium, with both daytime and nighttime minute spots using animation and live action.

Chiffon toilet tissue also will be featured in color pages in the western editions of *Reader's Digest, Better Homes & Gardens, Parents' Magazine, Sunset Magazine* and *Everywoman's Family Circle*.

Better Service for Six-Sheet Users Is Urged by Dreyfuss

NEW YORK, Feb. 3—Within the next five years, the junior or six-sheet poster panel will be more widely used by many national advertisers to obtain saturation coverage of markets, Leonard Dreyfuss, president of United Advertising Corp., predicted last weekend at a luncheon meeting of the Junior Panel Assn. of America.

The six-sheet panel, he said, can often be placed strategically on walls of buildings in neighborhoods and shopping areas where space for the larger 24-sheet panels is not available.

"I am a firm believer in the value of the six-sheet," Mr. Dreyfuss said, "and I predict for it a very important future. You men in the outdoor field had better be ready for it."

He advised members of the association to exercise extreme care in the selection of proper locations, and to give advertisers the maximum value for the dollars they spend.

■ "But don't pussyfoot," he warned. "State your price and maintain it. Above all, don't try to sell the easy way by giving one advertiser a deal that is not offered to all customers.

"Take a portion of your profit," he suggested, "and put it back into the business to increase service to the advertiser. Make the location of your panels and their appearance just as good as those of the 24-sheet plants. In the long run, this will pay you real dividends."

Mr. Dreyfuss, a member of the executive committee of Outdoor Advertising Inc., suggested that "the full force of that selling organization be put behind the promotion and sale of junior panels in 1960 and thereafter." He said he believed the operators of six-sheet plants should be members of OAI and recommended the appointment of a committee to study the proposal. #

Owen Stoner Rejoins Vick

Owen Stoner, president of Prince Matchabelli Inc., now a subsidiary of Chesebrough-Pond's Inc., will return to Vick Chemical Co. as a vp April 1. With Prince Matchabelli since 1948, Mr. Stoner arranged to stay with the company during a six-month transition period after its sale by Vick to Chesebrough-Pond's last September.

Who is the hep and happy host Whose reputation rates the most?
the Bourbonite
with Bellows Club Bourbon
Bourbon and Branch again?
EAST SIDE
WEST SIDE
ALL AROUND THE TOWN
Urban or Suburban
the trend is to Kentucky bourbon
Old Taylor 86

BOURBON INVASION—*Starting Feb. 10 in New York, National Distillers Products Co. will break a major newspaper drive for its bourbon whiskies, through Kudner Agency and Lawrence Fertig & Co.*

As Radio Evolves . . .

Independents Get Biggest Audience, Dannenbaum Says

But Network Stations Are Better Advertising Buy, Says CBS' Hayes

NEW YORK, Feb. 3—Independent radio stations have taken over the audience leadership in most of the country's major markets, A. W. Dannenbaum Jr., sales vp for the Westinghouse Broadcasting Co., told the time buying and selling seminar of the Radio & Television Executives Society here today.

Mr. Dannenbaum based his statement on Adam Young Inc.'s continuing analyses of Pulse data on share of market. The representative's latest analysis, he said, showed an independent is the leading station—in terms of share of audience—in each of 41 of the top 54 markets. In 1952 a network station was the leader in all of these.

"If you were to buy the radio network that shows up the best in share of audience in these 54 top markets—and remember a network is the sum of its parts—you would be buying the first station in five markets and a tie for first in another," Mr. Dannenbaum said.

"You would have the second station in 15 markets, the third station in 18 markets. You wouldn't win, place or show in 15 of the 54 leading markets."

■ The network point of view was presented on this program by Arthur Hull Hayes, president of CBS Radio. Mr. Hayes said he has found that network stations, with their prestige advantage, name programming and superior news coverage, invariably can demand higher rates in their markets even if they are not the top ranking stations in terms of audience.

He said network radio enables an advertiser (1) to buy more efficiently and economically; (2) to know precisely what program he is buying; (3) to select a uniform time and (4) to obtain a fit setting for his sales message.

Mr. Hayes said the *raison d'etre* for networks is that they furnish the stations with (1) services and programs that they can't do at all by themselves (shows with national names such as Bob Hope and Arthur Godfrey); (2) broadcasts they can't do as well (world news and public events coverage) and (3) programs they can't do as economically (dramatic series such as "Gunsmoke," which would be prohibitive from a cost point of view if produced locally by a single station). #

South Dakota Drops Plan to Put 'Deadly' Label on Cigarets

PIERRE, S.D., Feb. 3—The short, happy life of a piece of legislation which would have required skull-and-crossbones labeling of cigaret packages entering South Dakota ended Saturday, when the state house of representatives killed the bill. Previously it had been passed by the state senate.

Death did not come to the bill, however, before it had succeeded in raising a rumpus as far away as the tobacco-growing state of North Carolina, where Gov. Luther C. Hodges arose in his wrath. He declared that if South Dakota passed the bill, North Carolina might retaliate by putting "poison" labels on South Dakota farm products entering the Tarheel state. #

Marschalk Unit of McCann Will Handle Magnavox

Advertiser Announces Bigger Budget; Hopes to Double Sales in 5 Years

NEW YORK, Feb. 3—Magnavox Co., which recently split with Maxon Inc., presumably because its account represented a conflict with that of General Electric, has named McCann-Erickson to handle its account.

McCann was described by a spokesman for the advertiser as the survivor of a list of 18 agency candidates. The finalists were Geyer, Cunningham & Walsh and Compton, with Compton "coming very close" to snaring the business, which Magnavox estimates will run to $1,000,000 this year, plus perhaps $500,000 (on a fee basis) for "additional services in marketing, sales planning and communications." Magnavox also will spend $2,000,000 on cooperative advertising, it was said.

At Maxon the account billed $475,000 last year.

Magnavox said it looked only at agencies billing $50,000,000 a year or more. "We wanted an agency large enough to handle our business, since we are on a five-year drive to double our sales, which came to a gross of $185,000,000 last year," the company said.

■ With McCann-Erickson the winner, it became known that Magnavox would appear on the account list of its subsidiary, Marschalk & Pratt, which is believed to bill about $18,000,000. Account handling will be divided among Frank White, McCann senior vp, who will be senior account supervisor; Ham Mattoon, McCann's marketing planning committee head, who will be creative boss on the account, and Lester Williams, a Marschalk senior vp, who will be account executive.

The reason for assigning Magnavox to the Marschalk account list instead of to McCann's, was not immediately apparent. McCann-Erickson denied there was any actual or imminent conflict with Westinghouse (which recently reassigned its radio and tv receivers and phonographs from McCann to Grey Advertising Agency). Magnavox, in turn, said it couldn't explain the assignment to M&P. #

Sackheim Adds Two

Troy Inc., Tuckahoe, N.Y., has appointed Maxwell Sackheim & Co., New York, to handle its new line of electric cleaners. Plans call for use of newspapers, television, radio and business papers. Sackheim also has been named to handle advertising for the circulation department of *The Atlantic.*

ALLISON MONROE *has been named vp for marketing and public relations of International Breweries, Detroit. He formerly was a senior operating executive and vp of Brooke, Smith, French & Dorrance.*

NON-AGENCY AD—*Magnavox, which was without an agency for about two months (between Maxon Inc. and McCann-Erickson), had its own ad department whip up 12 ads, which start late this month and will appear in Esquire, Life, Look, Newsweek, The Saturday Evening Post, Time and shelter books. Karl Carstens, ad manager, supervised creation of the series, the first of which is shown here. McCann-Erickson placed the ads.*

Manchee Accentuates Positive in Anecdotal Book, 'Huckster's Revenge'

Agency Veteran Hits Books Showing Ad Field as 'Bed & Booze' Business

NEW YORK, Feb. 6—Fred Manchee and Dave Danforth once sought the New York Stock Exchange account for Batten, Barton, Durstine & Osborn. Time was short, and they decided the impression they themselves made might be more important than what they had to say. So they decided to dress like stockbrokers—blue suits; solid gray ties; black shoes and socks.

They walked into the meeting, that warm summer day, and stopped short. Only one man among 20 in the room was dressed "like a stockbroker should." All the others wore light summer suits.

Another time, Mr. Manchee and Jean Wade Rindlaub, BBDO vp, were flying back to New York from a Chicago meeting. They couldn't land because of stormy weather, and they wound up in Philadelphia. Mrs. Manchee, on hand at LaGuardia to pick up her hubby, drove to the Newark airport and then to the railroad station there before she gave up. When she got home, her daughter had pinned a note to her pillow. It said: "Daddy phoned. He's spending the night with Mrs. Rindlaub in Philadelphia."

■ Rib-ticklers like these—and some interesting nuggets of information—dot a new book out today,

(*Continued on Page* 32)

D-X Blasts into New Sales Orbit With Boron Push

TULSA, OKLA., Feb. 3—When D-X Sunray Oil Co. says it's been on a rocket ride for the past 18 months, you can take it either literally or figuratively—and still be right.

Literally, the marketer's advertising since mid-1957 has tied in the boron used in military rockets and jets with the boron in its D-X motor fuel. The campaign's point is to create consumer visions of the thunderous power of rockets pushing their cars.

■ Just how well it has conveyed this thought is evident from D-X's sales figure since the company started advertising boron: Sales shot up 20% in the second half of 1957, right after the introduction; D-X total gas sales in 1958 were up 7.9%, and its premium gas sales in 1958 went up 11.6%.

And these gains were achieved against a background of tighter competition among all premium gas competitors—and even of total premium sales declines in D-X's marketing bailiwick of 28 midwest states.

"The use of boron as a rocket and missile fuel has permitted us

(*Continued on Page* 76)

Fildes Heads New Dreher Europe Unit

NEW YORK, Feb. 6—Monroe F. Dreher Inc. has formed a European division and named Jonathan E. Fildes to head it.

Mr. Fildes was formerly with Dreher's Montreal office. Before joining the agency he was with Cockfield, Brown & Co., Montreal, and Dorland Advertising, London.

J. E. Fildes

Mr. Fildes will be headquartered in New York and will direct the agency's activities in European markets.

Dreher formed a Latin American division and opened its Montreal office last year. Its increased activity in the international field parallels a similar movement by its principal client, Avon Products.

Woodbury Niessen Barton

MORE ON BORON—*The tie-in between rocket fuel boron and D-X gasoline's boron will continue to be featured in D-X Sunray's 1959 print and broadcast ads. Planning details are J. B. Woodbury, president, Potts-Woodbury Inc.; C. F. Niessen, D-X ad manager, and John K. Barton, Potts-Woodbury's creative director.*

TV Talent Runs Faster Just to Hold Place on Air

Big-Name Drop-outs: Gleason, Wynn, Berle, Fisher, Page, Burns

NEW YORK, Feb. 5—In one respect, at least, television is getting more like the Broadway theater all the time, with shows going and coming almost continuously.

Nowadays the lineup changes start almost as soon as the curtain goes up on a new season. Last fall and winter it was the big-money quizzes that were knocked out by public scandals and ratingitis. Currently it's the personality shows that are fading for lack of viewer support and sponsor enthusiasm.

Out, or expected to be out (of contracts with present advertisers) soon are Jackie Gleason, Ed Wynn, Eddie Fisher, Milton Berle, Patti Page and George Burns.

Messrs. Gleason and Wynn are already among the tv missing. Mr. Gleason, who was displeased with his weekly show for Pharmaceuticals and Lever Bros., decided to give up regular tv appearances for special shows. He made way for a new CBS western, "Rawhide," which kept his old sponsors and added two more—Gulf Oil and Allied Van Lines—for an SRO status.

Ed Wynn went out some time ago in the first Liggett & Myers tv housecleaning, which also junked the audience participation program, "Brains & Brawn." He was replaced by another L&M show, "Steve Canyon." This reshuffle brought in a new western, "Black Saddle," and a new shoot-em-up, "D. A.'s Man." Alternate weeks on "Black Saddle" are open, and the tobacco company would like a co-sponsor on "Steve Canyon."

■ Eddie Fisher, who has a long-term contract with NBC, departs his present Tuesday night hour as of March 17 in Liggett & Myers' second video shakeup of the season. Everybody concerned says it's ratings, not romance, that got the singer in tv trouble. Mr. Fisher, soon to be divorced, has had some unfavorable publicity as a result of his courtship of movie star Elizabeth Taylor.

Also out for the time being is George Gobel, another NBC contract player, who has alternated with Mr. Fisher in the Tuesday spot, with RCA as major and L&M as minor sponsor. Coming in to fill this period at the end of March are "Pete Kelly Blues," a new Jack Webb film series, and a 30-minute show starring singer Jimmy Rodgers. Liggett & Myers will stay as co-sponsor of these shows; at press time the alternate week was open.

■ Milton Berle's run for Kraft ends in May and "Bat Masterson," who follows the comedian, is signed until September. Next fall this Wednesday NBC hour will be taken over by Perry Como, who is giving up his Saturday night hour and a full house of sponsors to work for Sealtest and Kraft.

The network has not decided who will replace Mr. Como on Saturday. Among the possibilities are Jack Paar and Steve Allen.

The subject of many rumors lately, Mr. Allen has re-signed

(*Continued on Page* 28)

Heinz Trade Drive Adds More Color to Get 'Reader Impact'

PITTSBURGH, Feb. 4—Color spreads, rather than the two-color pages previously used, will be used in a new trade campaign by H. J. Heinz Co. The campaign is scheduled for 15 food service industry publications starting in May and running through April, 1960.

"This new approach is an acknowledgment of 'color impact' on readers," according to William H. Parshall, Heinz ad manager.

The series will be built around a theme of "added profit to the food operator," according to Mr. Parshall, and will include seven color spreads, each featuring a related grouping of Heinz products.

On the schedule are *American Restaurant, Chain Store Age, Club Management, Diner Drive-In, Fast Food, Hospital Progress, Hospitals, Hotel Management, In-Plant Food Management, Institutions, Journal of American Dietetics, Restaurant Management, Vend, Vend Directory* and *Volume Feeding Management.*

Maxon Inc., Detroit, is the agency. #

'Back Seat' Advice . . .

U. S. Official Blasts Kefauver Auto Ad Report

Mueller Tells NADA Ads Don't Boost Costs, They Promote Cost Cuts

CHICAGO, Feb. 4—Criticism of the Senate anti-trust and monopoly subcommittee report (AA, Nov. 10, '58), which said advertising increases the cost of automobiles, came from a high administration source this week.

Under Secretary of Commerce Frederick H. Mueller, speaking before the National Automobile Dealers Assn. here, said the report was typical of the "back seat driver" advice which has swamped the auto industry during the recession period.

Sen. Estes Kefauver (D., Tenn.), head of the committee, denied last week (AA, Feb. 2) that the committee intentionally took the position that advertising is bad for the auto industry (*See editorial on Page* 14).

Mr. Mueller related that the report expressed "surprise that even in a recession, business men don't usually cut advertising expenditures, which they term 'the only significant cost element which business men consider increasing

(*Continued on Page* 53)

'Advertising Age' Opens Editorial Office in Detroit

DETROIT, Feb. 6—ADVERTISING AGE this week announced the opening of an editorial office in the Motor City and the appointment of John J. McGinnis as AA's editorial representative for Detroit and the surrounding territory.

The new AA office is located at 99 W. Bethune; the telephone number is Trinity 2-7211.

In Mr. McGinnis ADVERTISING AGE has acquired the services of a veteran Detroit newspaper man. He spent almost 20 years with Booth newspapers in Michigan and 10 years in General Motors' public relations department. #

'Cosmo,' 'American Weekly,' 'Family Weekly' Shift Editors

Cosmopolitan, The American Weekly and *Family Weekly* and *Suburbia Today* all have appointed new editors. Robert C. Atherton has been named editor of *Cosmopolitan*, replacing Jack O'Connell, who moved to *The American Weekly* as editor. Mr. O'Connell succeeds Ernest Heyn, who has been appointed editor-in-chief of *Family Weekly* and *Suburbia Today* in New York.

Ben Kartman continues as editorial director of *Family Weekly* in Chicago, and Paul Hoffman continues as editor of *Suburbia Today*.

BEN G. WRIGHT, *formerly vp of Henry Holt & Co., has joined This Week Magazine, New York, as exec vp of the administrative division.*

Rogers Joins National Co.

R. H. (Rec) Rogers has been named advertising and sales promotion manager of National Co., Malden, Mass., manufacturer of electronic components, amateur, shortwave and communications radio receivers and other electronic equipment. He previously was public relations director and ad manager of Laboratory for Electronics, Boston.

White King Soap Plans Push

White King Soap Co., Los Angeles, reports that it plans to "blanket" 11 western states and some 40 market areas during the first quarter of this year with a new series of tv commercials which will be adapted for radio in outlying areas.

Highlights of This Week's Issue

Give clients' products a try, at least, Leo Burnett urges his agency personnel. At the very least, don't bite the hand that feeds you by knocking products in public, he adds ..... **Page 1**

The outdoor advertising industry is hard at work in Washington and in state capitals in effort to modify government's stringent billboard control standards for the new interstate highway system ..... **Page 1**

Dealers share auto makers' feeling that substantial increases in sales of 1959 autos will lead them out of the recession ..... **Page 2**

Crown Zellerbach boosts advertising allocation for Zee and Chiffon tissue papers by 30% and will spend approximately $2,000,000 in its 1959 campaign for these products ..... **Page 2**

National Distillers Products launches campaign to promote the drinking of Kentucky bourbon whisky in the New York metropolitan market ..... **Page 2**

Within the next five years, the junior or six-sheet poster panel will be more widely used by many national advertisers to obtain saturation coverage of markets, Leonard Dreyfuss, president of United Advertising Corp., predicts ..... **Page 2**

Independent radio stations have taken over the audience leadership in most of the country's major markets, W. W. Dannenbaum Jr., sales vp for Westinghouse Broadcasting, says ..... **Page 2**

Magnavox names McCann-Erickson to handle its account ..... **Page 3**

Fred Manchee accentuates the positive side of the advertising business with his new book, "Huckster's Revenge" ..... **Page 3**

Television begins to resemble the Broadway theater, as big-name performers lineup on shows change almost as soon as a new season starts ..... **Page 3**

Kefauver report saying advertising increases the cost of automobiles is blasted by Under Secretary of Commerce Frederick H. Mueller ..... **Page 3**

D-X Boron's new advertising continues theme used since mid-1957 tying in boron used in gasoline with boron used in propelling rocket missiles ..... **Page 3**

House committee probes U. S. statistical operations with an eye on centralizing government statistics-handling operation ..... **Page 6**

A sales promotion program with a built-in cost allowance feature for user companies is now being offered by John Plain Co.'s premium and incentive division ..... **Page 11**

National Retail Hardware Assn. offers retailers a plan to increase retail hardware turnover (and boost profits) by revamping both pricing and inventory patterns ..... **Page 18**

National Car Rental System offers salesmen "fly-drive" plan whereby they can ship sample cases on ahead, fly to customer's city, and pick up car with samples in it at destination ..... **Page 24**

Cleveland Coca-Cola Bottling Co. launches bingo-like word game with Coke guzzlers prying cork from bottle caps to find letters to make words ..... **Page 26**

The Department of Commerce market analysts develop new techniques which enable them for the first time to arrive at personal income estimates for individual counties ..... **Page 39**

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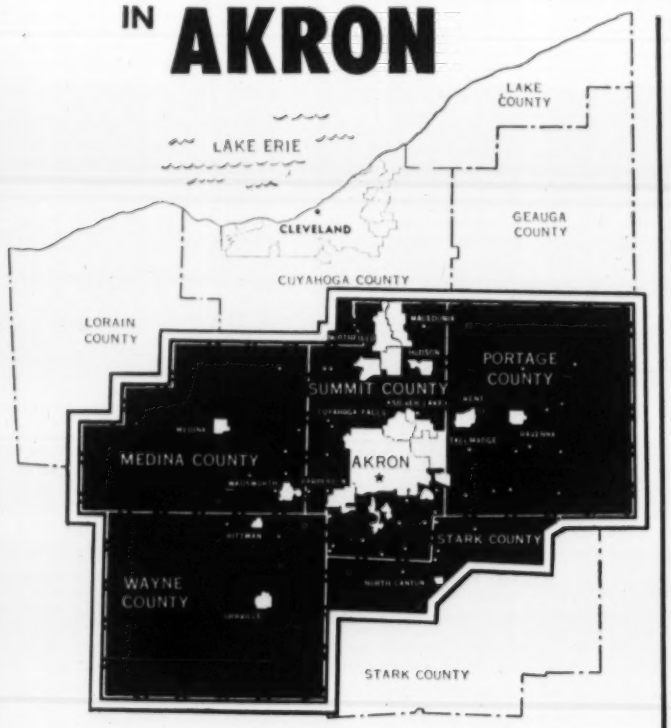
Yours for the Asking.
1958 TOP TEN BRANDS
IN **AKRON**



This Consumer Inventory is made by PERSONAL INTERVIEW right in the home. It covers 130 different product categories and shows product trends for the years of 1956, 1957 and 1958.

Ask Story, Brooks & Finley or write us for your FREE copy.

AKRON BEACON JOURNAL

Total Daily Circulation **163,096** 12 Months Ending 3-31-58

Total Sunday Circulation **172,247** 12 Months Ending 3-31-58

AKRON BEACON JOURNAL AREA OF INFLUENCE

Population	719,435
Families	213,048
Total Buying Power	$1,349,384,000.
Total Retail Sales	$ 958,138,000.
Food Sales	$ 238,114,000.
Gen. Mdse. Sales	$ 132,837,000.
Fr-H-R Sales	$ 44,996,000.
Automotive Sales	$ 205,680,000.
Drug Sales	$ 29,035,000.

Source 1958 Sales Management Survey of Buying Power

NEWSPAPER COVERAGE

DAILY	Circ.	% Cov.
Akron Beacon Journal	159,532	74.9%
Cleveland Plain Dealer	21,596	10.0%
Cleveland Press	7,525	3.5%
Cleveland News	2,081	0.9%
SUNDAY		
Akron Beacon Journal	160,139	75.0%
Cleveland Plain Dealer	21,179	9.0%

Source March 31, 1958 A. B. C. Audit Statements

THERE IS ONLY ONE WAY
TO REACH THE MASSES IN
THE AKRON BEACON JOURNAL
AREA OF INFLUENCE

A One Billion 350 Million Dollar Market

Akron, the biggest ONE Newspaper Market in the nation, is also Ohio's most concentrated area of great industrial names. For only 40c per line, daily or Sunday, you can do a complete job of selling the masses. There is no substitute.

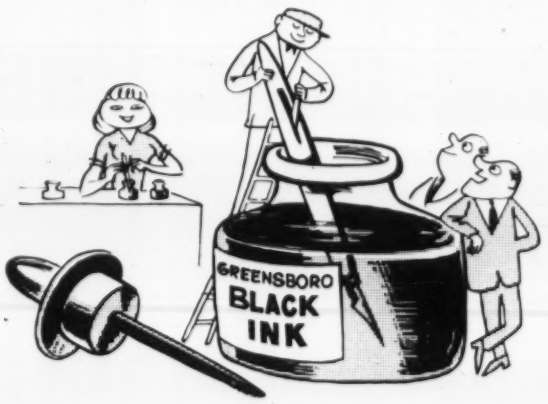
ROP Spot or full color available in all issues.

AKRON BEACON JOURNAL

"Ohio's Most Complete Newspaper"

JOHN S. KNIGHT, Publisher
Represented by
STORY, BROOKS & FINLEY

"This is the size we use in the Growing Greensboro Market!"

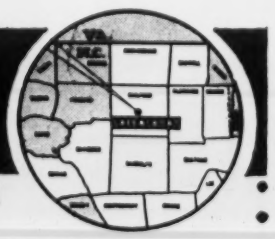


Business is better than ever in the South — particularly in the growing Greensboro market. We need only black ink because the sales outlook is so rosy. Greensboro is 1st in the Carolinas in per family sales, outranking Charlotte and Raleigh; 3rd in the South, outranking Atlanta, Jacksonville and Ft. Lauderdale; 6th in the Nation, outranking Detroit, Cleveland and Dallas. You can't miss when you tell your story in the Greensboro News and Record. Over 100,000 criculation daily; over 400,000 readers daily.

Only medium with dominant coverage in the Greensboro 12-County ABC Market and selling influence in over half of North Carolina!

Sales Management Figures

Greensboro News and Record



GREENSBORO, NORTH CAROLINA
Represented by Jann & Kelley, Inc.

℞ for increased sales in 1959:

DOMINATE THE MAJOR MARKETS

BUY THE BIG ONE

This Week
MAGAZINE

THE BIGGEST THING IN PRINT

12,640,045 FAMILIES EVERY WEEK

This Week in Washington . . .

U.S. May Reverse Trend, Centralize Its Statistics-Handling Operations

By Stanley E. Cohen
Washington Editor

WASHINGTON, Feb. 5—Our government probably produces more statistics than all other governments combined. So it is hardly surprising that the House post office and civil service committee will act soon on a special "inventory" to determine whether a shakeup is in order.

As a starter, a subcommittee will be set up to determine how many people are engaged in statistical work, and where they are located. Later there will be a study of electronic data processing to determine—for example—whether it saves labor, or merely opens the way for more complex reports.

Behind all this, it appears, is a feeling that there may be too many cooks preparing the statistical stew. Previous investigators felt work had to be diffused in a number of specialized agencies, working under supervision of the Bureau of the Budget. Now there is a feeling that the diffusion process has gone too far, and that—particularly with the advent of electronic data processing—the time may be at hand to pull more of the work back into a few expertly equipped agencies.

Paperwork for Business

In a society as complex as ours, the demand for information keeps increasing. So does the price tag. Therefore, the House post office and civil service committee—which handles legislation on statistics—needs to know how much of the paperwork loaded on business is necessary, and how much of it is waste.

All agencies, including statistical agencies like the Census Bureau, operate under the screening of the Bureau of the Budget and the Advisory Council on Federal Reports. But sore points persist—for example, lack of action on a Hoover Commission report which said $25,000,000 could be saved if the Internal Revenue Service and Social Security Board agreed on a combined form which could be substituted for the W-2 tax return, on one hand, and the Social Security Board's annual statement from employers, on the other.

Farming Out Is Costly

As the impending study of government statistical work unfolds, the House committee will discover that a surprisingly small part of government paperwork originates with statistical agencies. Some of the most annoying portions originate with government agencies engaged in one-shot projects on a variety of economic or sociological fronts.

Moreover, the committee expects to look into some of the "independent" research organizations which are being retained at a rapidly increasing clip to conduct studies which the government formerly did for itself. There's a feeling that these "independent" companies generate a good share of the paperwork. In many instances, they consult (and sometimes hire) the same government employes who would do the job if the work were carried out by the government itself.

U.S. Squats on Spectrum

A special committee set up by the office of defense and civilian mobilization to look into the scarcity of radio frequencies reported exactly the same thing that a similar committee of experts reported in 1951: No machinery exists to make sure that frequency space is honestly divided between government and non-government users.

Under existing procedures, the Federal Communications Commission deals exclusively with non-government users and parcels out only the frequency space released to it by the White House. Government (which squats on more than half of the spectrum) has first pick, and usually—because of secrecy—accounts to no one.

As a result of this latest study, Leo Hough, defense mobilization chief, recommends something Congress started out to accomplish on its own last year: Appointment of a five-man commission to invent an effective regulatory system which will make sure that the government gets what it needs—and no more.

Justice Ponders FCC Ruling

Anti-trust division's best legal minds are working under forced draft, picking holes in FCC's decision upholding the need for option time in the tv industry. Since the anti-trust division regards option time as a *per se* violation of the anti-trust law, the commission's 4-3 decision represents something of a challenge. Present plan is to toss it back, with a memo pointing up inconsistencies. If FCC holds its ground, the anti-trust division will probably lodge a test case of its own.

While FCC's decision that option time is "reasonably necessary" for the survival of tv networks has never been officially released, the majority's logic—for obvious, though not necessarily laudable reasons—was thoroughly leaked. On the other hand, minority members could not "leak" their views with impunity, since each filed an individual statement.

Apparently the minority views were not necessarily comforting to the anti-trust division, however. For example, one commissioner reportedly agreed that option time is illegal, but added that he couldn't see where it made any difference.

Ads Can Sell Farm Surplus

Agriculture marketing research service has published a report analyzing the effectiveness of a special two-month promotion drive for lamb which was conducted in Cleveland in mid-1956 in cooperation with the American Sheep Producers Council. It reports intensive newspaper, radio and in-store advertising boosted lamb sales by 14% and it concludes that intensive promotions of this kind can be used effectively to move surplus agricultural products.

In order to evaluate the effectiveness of advertising, researchers devised a formula which could be used to predict lamb sales on the basis of such factors as income, employment, and the prices of competing meat products. In their opinion, the 14% spurt in sales during the peak portion of the drive could be attributed only to advertising. For details, ask the Department of Agriculture, Washington 25, D.C., for "Market Research Report No. 292." #

Zlowe Adds 1, Incorporates

H. Kohnstamm & Co., New York, manufacturer of certified colors and flavors for industry, has appointed Zlowe Co., New York, as its agency. The previous agency is Byrde, Richard & Pound. Zlowe Co., operated as an individual proprietorship for 23 years, has incorporated under the name Zlowe Co. No changes will be made in personnel or policies.

"NEW PRODUCTS and EXPANDING MARKETS are primary economic forces in 1959"

say 53% of NAM members in recent survey*

NAM NEWS
Sixty-four years of service to America through industry
Published every Friday by the National Association of Manufacturers

...another way of saying:

YOUR MARKETS ARE CHANGING NOW!...

for the better!!

Every new industrial product of importance—an average of ten a day—as soon as it is readied for the market, is reported and described by Industrial Equipment News.

Each new product—each new process—creates NEW markets and expands your sales potential. The trick is to find and sell these NEW markets without loss of time or money, without neglecting established customers.

IEN was specifically designed for this purpose when, in 1933, it originated the field of product news publishing.

Now 72,500 product selectors in the 40,000 establishments which account for 4/5 of industrial production look to IEN each month to put them in touch with needed equipment, parts and materials . . .

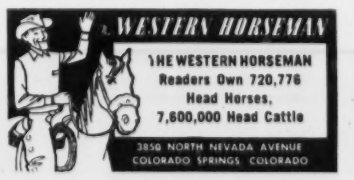
And 1,500 leading advertisers to industry rely on IEN to carry their product story to all NEW markets while—at the same time—keeping present customers informed and reminded.

All this for less than $200 a month!

Details? Send for Data File, including "Your Markets Are Changing Now," 20-page brochure explaining how IEN fulfills its dynamic function.

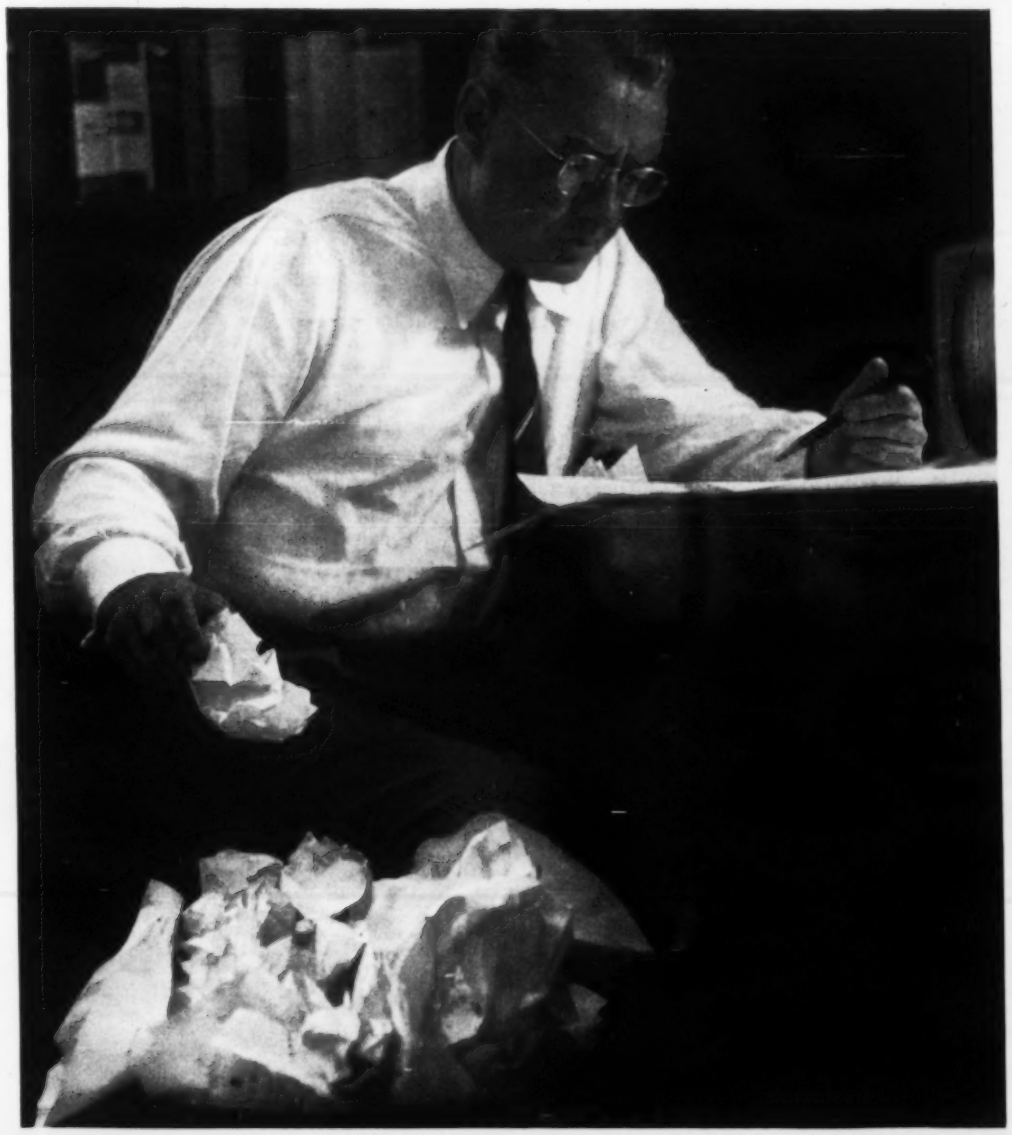
*See NAM NEWS of National Association of Manufacturers, December 5, 1958.

Industrial Equipment News
Thomas Publishing Company
461 Eighth Avenue, New York 1, N.Y.
Affiliated with Thomas Register



The wallop of

Sweated-Out Imagination



Recently, we got a letter from a man who used to work for us.
Here is part of it:

"Once again I am reminded of the deep gratitude I feel for the privilege of being indoctrinated in the Burnett philosophies—
—the virtue of simplicity,
—the strength of earthiness,
—the wallop of sweated-out imagination."

And the greatest of these, we think, is the wallop of sweated-out imagination —applied squarely to the product.

We work for the following companies: Allstate Insurance Companies • American Mineral Spirits Co. • Appointment Hosiery Mills, Inc. • Atchison, Topeka & Santa Fe Railway Co. • Brown Shoe Company • Campbell Soup Company Chrysler Corporation • Commonwealth Edison Company and Public Service Company • The Cracker Jack Co. • The Electric Association (Chicago) • Green Giant Company • Harris Trust and Savings Bank • The Hoover Company • Kellogg Company • The Kendall Company • The Maytag Company • Motorola, Inc. • Philip Morris Inc. • Chas. Pfizer & Co., Inc. The Pillsbury Company • The Procter & Gamble Company • The Pure Oil Company • The Pure Fuel Oil Company Star-Kist Foods, Inc. • Sugar Information, Inc. • Swift & Company • Tea Council of the U. S. A., Inc.

LEO BURNETT CO., INC.

CHICAGO, Prudential Plaza • NEW YORK • DETROIT • HOLLYWOOD • TORONTO

U. S. Weighs Welch Charges Raised by 'SR'

Flemming Reportedly Ponders 'Conflict of Interest' with Editorship

WASHINGTON, Feb. 5—John Lear's articles in *The Saturday Review*, including his comments on the editorial activities of Dr. Henry Welch, have not gone unnoticed here.

Sources at the Food & Drug Administration, where Dr. Welch is director of the division of antibiotics, report, "The matter is being given the most serious consideration."

In non-government language, this would mean that the possible conflict of interest resulting from Dr. Welch's connection with two commercially-owned professional journals in the field where he passes on safety and quality has been brought to the attention of Health-Education-Welfare Secretary Arthur Flemming.

■ Instinctively, government people are inclined to stand behind Dr. Welch on the ground that federal scientific personnel have always been encouraged to participate in the editing of professional journals.

In this case, however, the conflict of interest issue is more complex because the journals which Dr. Welch edits are in a field where he exercises regulatory authority and the journals are carrying advertising in behalf of some of these products.

■ Initially, his connection with the magazines was innocent enough, for in the early days of antibiotics there were no specialized journals in the field and neither the government nor the industry was moving to do anything about it.

Because of the unusual nature of antibiotics, FDA actually tests and certifies every batch produced for five of the most potent of these products. As chief of this quality control program, Dr. Welch felt a need for a journal which would promote exchanges of scientific knowledge.

More than eight years ago, Dr. Felix Marti-Ibanez, owner of MD Publications Inc., New York, proposed to sponsor the necessary journals, provided Dr. Welch would serve as editor. A board of distinguished government, scientific and industry experts was enlisted to assist and officials of the Food & Drug Administration willingly approved.

■ Even now the publications, which are highly technical and useful to a relatively small scientific group, obviously are less than self supporting. But Mr. Lear raised a troublesome question when he pointed out that articles from the magazine, including articles signed by Dr. Welch, have been used as promotional literature by at least one manufacturer.

■ In defense of the existing arrangements, supporters of Dr. Welch claim that the conflict of interest is more apparent than real.

Under FDA's organization setup, they say, the decision-making process is shared between the division of antibiotics and the bureau of medicine. "If he were inclined to make a questionable decision—which he certainly isn't—it wouldn't be long before a real battle would be going on within the agency." #

MD Reports Ad Volume

NEW YORK, Feb. 4—MD Publications Inc., publisher of the two journals Dr. Welch edits, released figures on the advertising volume in the two books over the past five months.

The last five issues of *Antibiotics & Chemotherapy* carried a total of 50 advertising pages. The b&w onetime rate is $260. The last five issues of *Antibiotic Medicine & Clinical Therapy* carried a total of 98 advertising pages. Its b&w onetime rate is $350.

The *Saturday Review* said the two journals "derive substantial income from drug advertising." #

Ford, Olds Dealers Plead Guilty in Price-Packing Case

WASHINGTON, Feb. 4—A federal district court judge today accepted *nolo contendere* pleas from 11 franchised Oldsmobile and 16 Ford dealers who have been named in automobile price-packing antitrust suits here.

The dealers had asked permission to settle with a *nolo contendere* plea, on the grounds that the price packing was only a technical violation. Although the Justice Department opposed the request and sought a guilty verdict, Judge Joseph R. Jackson commented today that he did not feel the cases were "world shaking."

■ The amount of the fine to be imposed on the dealers is still to be established. Previously Judge Jackson levied a $32,000 fine on 14 Chevrolet dealers who pleaded guilty to similar charges. #

Brother Names Wolfe, Owen to Automotive Accessory Group

D. P. Brother & Co., Detroit, has appointed Ralph L. Wolfe and John H. Owen to its automotive accessory account group. Mr. Wolfe will

John H. Owen

Ralph Wolfe

serve on the account management group; Mr. Owen on the creative staff, working on the AC spark plug and other accounts.

Both men formerly were vps of Compton Advertising, Mr. Wolfe as an account supervisor and Mr. Owen as an account executive.

Scott Paper Sales, Income Up

Scott Paper Co., Chester, Pa., has reported a net income of $22,000,000—or $2.75 per common share—for 1958. Net income for 1957 was slightly over $21,500,000, or $2.68 per share. Sales for 1958 climbed to $285,000,000, against $275,000,000 the preceding year. Sales of trademarked paper products went up to $231,500,000, compared with $219,900,000 in 1957. By the end of the year sales were running almost 6% ahead of the previous year's level.

Atkin-Kynett, Thermoid Part

Aitkin-Kynett Co., Philadelphia, has resigned the advertising account of Thermoid Co., Trenton, N. J., maker of automotive equipment, after 35 years' association. Thermoid recently was purchased by H. K. Porter Co. and now is a Porter division.

OUTDOOR DEBUT—*Diamond Match division of the Diamond Gardner Corp., New York, is using outdoor advertising for the first time. It launched Feb. 1 a two-month advertising campaign to promote its new Diamond DeLuxe matchbooks in Minneapolis and St. Paul. Doremus & Co., New York, is the agency.*

Gillette Negotiates for World Series Contract After '61

NEW YORK, Feb. 5—Some people may think baseball shows signs of slipping from its pedestal as the national pasttime. Not so Gillette Safety Razor Co., which is trying to negotiate a new World Series tv-radio pact to replace the one that expires in 1961.

The longtime sports sponsor, which pays a reported $3,250,000 a year currently for tv-radio rights to the series and the all-star game, has approached Commissioner Ford Frick about an extension of the pact. The company would like at least a three-year extension.

■ The commissioner's office indicated that he has taken the offer under consideration, but no word on his decision is expected for a couple of months at least, though he has talked over the Gillette proposal with players' representatives. The current pact includes an escape clause should pay-as-you-see tv become available.

"We like to be ahead of the game," Ed Wilhelm of Maxon Inc. explained when asked why Gillette is looking so far into the future. "If we know where we're heading far enough in advance, we can do a better job of planning." #

Schlitz's Old Milwaukee Beer Bows in Michigan

DETROIT, Feb. 5—Jos. Schlitz Brewing Co. left its more familiar Milwaukee haunts this week and introduced Old Milwaukee, its popular-priced beer, in about ten Michigan markets.

Full-page r.o.p. color and b&w ads broke yesterday in the three daily newspapers here and in other Michigan cities such as Ann Arbor, Grand Rapids, Jackson and Lansing. Schlitz also has a 200

outdoor showing in central and southern Michigan for Old Milwaukee.

An extensive radio and tv spot campaign is slated to break next week on stations throughout this area. Grant Advertising, Chicago, is the Old Milwaukee agency.

■ Old Milwaukee is currently being handled by eight distributors in this state. The beer is packaged in green bottles with red caps. The symbol of the print and outdoor campaign is a pretty red haired dancer wearing a bright green dress.

Theme of the entire push is "The dancing flavor." The copy describes Old Milwaukee as "a new lighthearted taste in beer." #

Cuban Ad Industry Is Back to Normal —or Even Better

NEW YORK, Feb. 5—Advertising has returned to normal in Cuba.

This is the good word from Mariano Guastella, president of Publicidad Guastella, in a letter received today by ADVERTISING AGE. The Guastella agency is Cuba's largest.

Mr. Guastella denied that there was any unrest in the Cuban advertising world as a result of the overturn of the Batista government—as was indicated in an AA story Jan. 12.

"A very few days after Jan. 1," he wrote, "I will say that advertising went back to normal in Cuba.

"On Jan. 15 more than 90% of all advertisers had returned to their normal expenditures, and in many cases they have increased substantially their own budgets.

"From the information that we have, January, 1959, will be even better from the advertising point of view than January, 1958, and all circumstances permit us to believe that this year will be a much better year than any of the previous ones, including 1958.

■ "As far as any movement in favor of making a union among advertising agencies' personnel, there is not such a movement in Havana. The organization of the NAPA (National Assn. of Professional Advertisers) has been on the way for the past three years and has nothing to do with the creation of unions." #

Vick Products Moves to Morse; Four Promoted

Vick Products division of Vick Chemical Co., New York, has appointed Morse International as agency for Vicks cough syrup, formerly at Batten, Barton, Durstine & Osborn, and Lavoris mouthwash and gargle, previously with Pidgeon, Savage, Lewis.

Several promotions have been made in the division: C. A. Smith, former Morse account executive, to sales promotion manager; D. N. Marshall, former assistant sales manager, to manager of sales operations; D V. Aberg, former midwestern division sales manager, to assistant manager of sales operations, and P. J. Bush, former central division sales manager, to field promotion manager.

Sherman, Zern Cite 'Best' Ads During Michigan 4A's Parley

DETROIT, Feb. 4—A cross section of what three advertising executives believe to be "best" ads in various forms was given to members of the Michigan Council, American Assn. of Advertising Agencies, at a meeting here tonight.

Speakers offering examples were Margot Sherman, vp and chairman of the creative plans board of McCann-Erickson; Edward G. Zern, vp and a director of Geyer, Morey, Madden & Ballard, and Harry W. McMahan, tv ad consultant and American judge at the 1958 Venice Film Festival. Albert E. Sindlinger, president of the research company bearing his name, also spoke.

■ Miss Sherman and Mr. Zern each presented more than a score of illustrations of what they considered among the "best" in 1958 advertising from an art and a copy viewpoint. Each avoided, however, labeling any example as the "best."

"What do we mean by best?" queried Mr. Zern. "I think the people organizing this program probably meant the copy that did the best job for the advertisers and, frankly, I haven't the faintest idea of which advertising copy during 1958 did the best job in making sales, or building a brand image, or pulling inquiries.

"I suspect, though, if someone were to spend the necessary time and money to determine scientifically and accurately exactly which advertising copy during 1958 was most successful, it would be something which had completely escaped the columnists and commentators, including this one. I am speaking to the point of copy, and to my mind in too many advertisements the copy seems to serve mainly for keeping the headline and the logotype from sticking together."

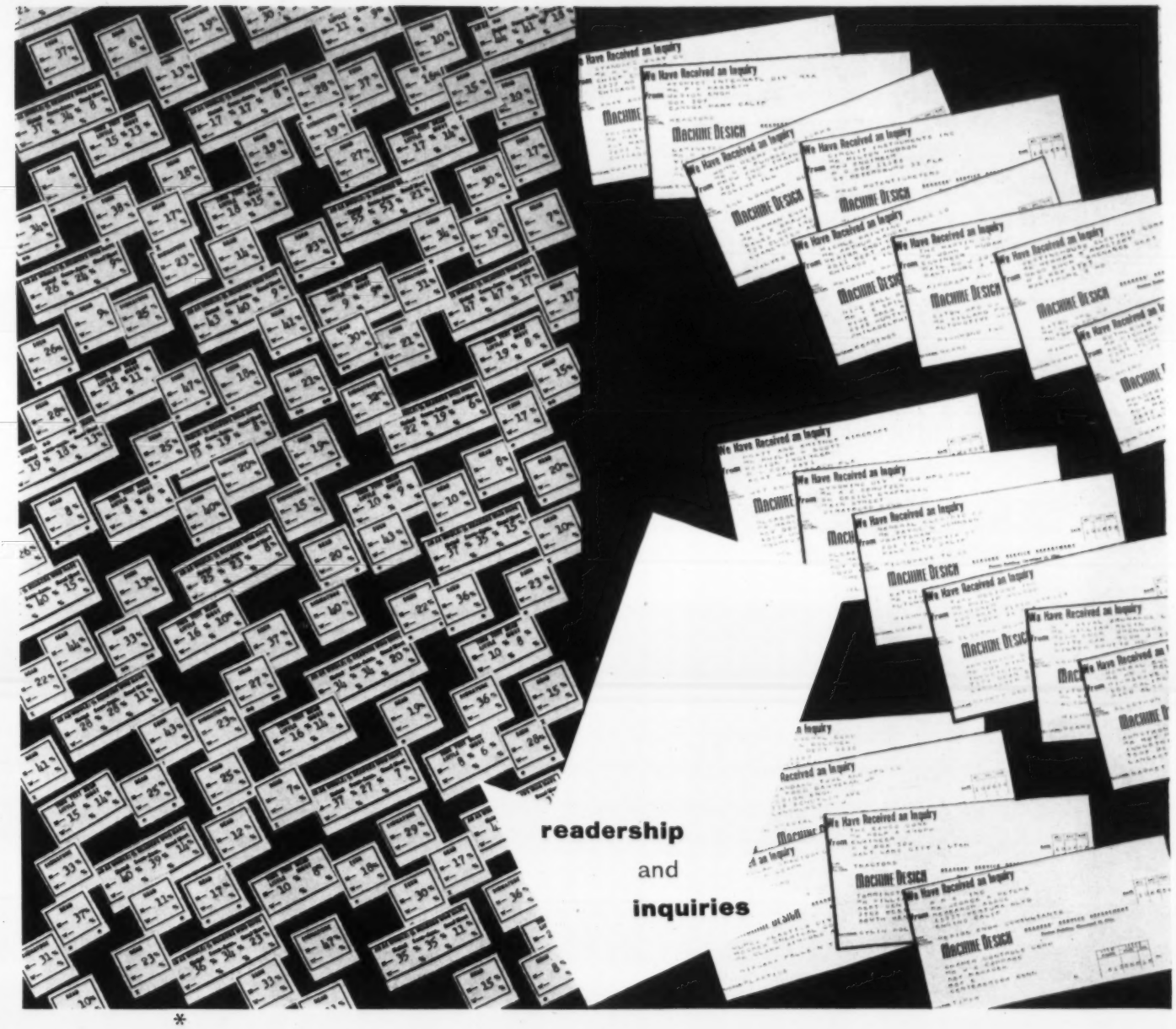
■ Miss Sherman, speaking about the art aspect of ads, noted that one rarely hears copywriters talking about wonderful words.

"You hear them raving about wonderful ads," she said. "Actually, we've sort of come around full circle, from the picture era of the cave man to the picture era of today. There's no doubt about it. We are definitely again in the age of the eye. We have rediscovered the overwhelming force of pictures with the spoken word.

"We have less time to read, browse, meditate and muse. There is such a multiplicity of messages striking us from every side—in books, magazines, newspapers, billboards, by radio and television—that it seems sometimes that only the lightning message of a picture can strike deep and hit home when we have a moment to spare. Today even a two-second glance can influence our buying habits and even our lives."

■ Among the ads cited by Miss Sherman and Mr. Zern were ads for Cream of Wheat (Batten, Barton, Durstine & Osborn), Johnson's baby products (Young & Rubicam), the British Travel Assn. (Ogilvy, Benson & Mather), Hunt's catsup (Y&R), CBS Radio (Y&R), a Y&R get-out-the-vote ad, and State Farm Mutual (Needham, Louis & Brorby).

Also mentioned were ads for the Fiat (St. Georges & Keyes), Northern tissue (Y&R), Royal typewriters (Y&R), Hallmark cards (Foote, Cone & Belding), Dial soap (FC&B), DeBeers diamonds (N.W. Ayer & Son) and Alcoa aluminum (Ketchum, MacLeod & Grove). #



*

your advertising delivers *both* in MACHINE DESIGN

Only a few out-and-out "inquiry books" can match MACHINE DESIGN's inquiry-pulling power. And no other design magazine attracts as many engineer-readers, or wins so much of their reading time.

MACHINE DESIGN is for you, if you won't settle for less than tangible, measurable advertising results.

And this year, when managements are suspicious of anything that can't prove it's paying its own way, is an especially good year to run a full schedule in MACHINE DESIGN.

**Starch Readership Studies are available on thirteen issues of Machine Design.*

MACHINE DESIGN

a Penton publication

Penton Building / Cleveland 13, Ohio

BPA

ABP

NYU Offers Premium Course

A course on "New Developments in Incentive Merchandising" will be offered by New York University on six successive Wednesdays from 7 to 9 p.m., starting Feb. 25. The course is planned with the cooperation of leading merchandisers and the New York Premium Merchandising Club. Among those scheduled to speak are Samuel Cherr, marketing consultant at Young & Rubicam; E. B. Weiss, director of merchandising, Doyle Dane Bernbach Inc., and Edward Tabibian, director of merchandising, household products division, Colgate-Palmolive Co.

SSC&B Elects Three

Sullivan, Stauffer, Colwell & Bayles, New York, has elected Ralph T. Smith, vp in charge of operations, and Richard D. Wylly, vp and creative head, directors of the agency. George J. Boris, a creative supervisor, has been elected a vp.

Business Paper Ads Off 7%; Class Group Is Up 3%, 'IM' Says

CHICAGO, Feb. 3—Business papers began 1959 with their advertising volume trailing—by 7.4% (2,733 pages)—the levels posted in January, 1958. These figures represent the combined volume of 320 business publications reported monthly in *Industrial Marketing*.

Export publications had the heaviest percentage loss for January; volume dropped 12.5% (197 pages) below that of the same month last year.

■ Publications grouped under the product news heading were down in January by 9.5% (212 units).

Class publications, on the other hand, showed a 3.1% (105 page) increase for January.

Industrial publications were down 8.4% (2,032 pages) for the month and trade publications dropped 7.4% (397 pages). #

Sabena Sells $2 'Holiday Abroad' Package to Tourists

Sabena Belgian World Airlines has put together a "Holiday Abroad" package of materials for would-be tourists. Selling for $2 at bookstores, travel agencies and Sabena sales offices, the package includes: A 140-page illustrated guide to Europe; a full-color 39x27" map suitable for framing; a 64-page "Personal Vacation Planner" which gives cost estimates for 45 cities in Europe; and a 45 rpm RCA record featuring music from six of the RCA Victor "Holiday Abroad" albums.

Andrew A. Burns, Sabena's general sales manager for North America, said the package "is designed so that a traveler may see more of Europe the new Sabena way." Initial printing for the "Holiday Abroad" package is 50,000. Sabena will promote "Holiday Abroad" in consumer magazine ads, insertions in major market newspapers and a radio spot campaign. Marschalk & Pratt division of McCann-Erickson handles the account.

Grant Forms International Service Unit in New York

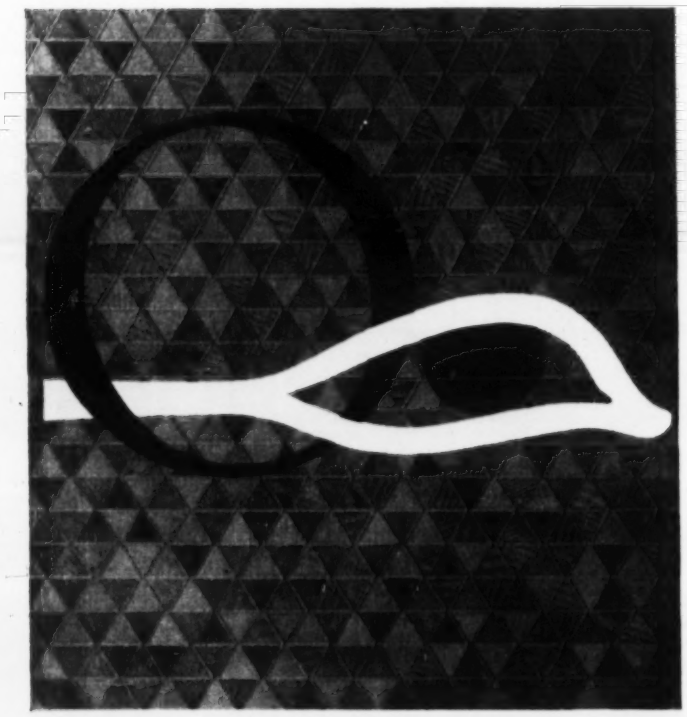
Grant Advertising has set up a new international service division in its New York office, under the direction of Robert Sutherland, vp, who recently returned from nine years' service with Grant overseas. The division will service international accounts, seek new business and coordinate activities with the agency's 31 offices abroad.

Up to now, much of this work had been done in Chicago. General administration and development of new foreign operations will continue to be handled in Chicago by Fred E. Spence, exec vp of international operations. Grant's New York office now has two big international accounts—International General Electric and Tidewater Oil.

Armour Offers Cutters

Armour & Co., Chicago, will offer three cookie cutters in the shape of the Three Bears in return for two labels from cans of Armour Star beef stew during March. The offer comes as the company is completing its changeover to new aluminum foil labels on its canned meat products. Advertising on the offer will be done on daytime network tv, on the labels themselves, and through in-store posters, shelf-talkers and tear-off pads.

as basic as the alphabet

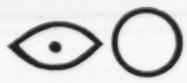


EGYPTIAN

From about 4000 B.C. to 394 A.D., hieroglyphs adapted spoken language to human sight so that the priests, and later the common people, could read. The Egyptian picture-sign for eye was probably the beginning of our letter O.

PHOENICIAN

Around 2000 B.C., the people of Byblos and Tyre (the real inventors of the alphabet) began to let each sign stand for a separate sound. Thus, the eye sign became their letter 'ayin.



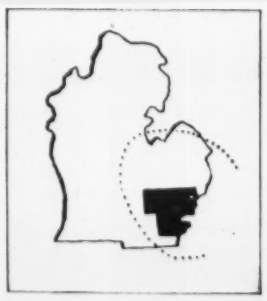
GREEK

The legendary Cadmus is said to have transported 17 Phoenician letters from the Isle of Thera to serve as the basis of the Greek alphabet. True story or not, time changed 'ayin to omicron.

ROMAN

By 700 B.C., a number of Greek-inspired alphabets had developed in Italy, spreading rapidly to the Etruscans, Oscans, Umbrians and the Romans. Along the way, omicron became the Latin O.

Historical data by
Dr. Donald J. Lloyd, Wayne State University



One-way route to Michigan sales and profits

Seventy per cent of Michigan's population commanding 75 per cent of the state's buying power lives within WWJ's daytime primary coverage area.

Open your Spring Campaign on WWJ, Detroit's Basic Radio Station. With an audience that's 81 per cent adult, this broadcast leader gives you exceptional penetration and impact where most Michigan dollars are earned and spent.

On-Top Favorites in Detroit are Hugh Roberts, Faye Elizabeth, Dick French, Bob Maxwell, and Jim DeLand — and the exclusive features originating at the WWJ "radio-vision" studios at Northland and Eastland Shopping Centers. Buy WWJ — it's the **basic** thing to do!

AM and FM
WWJ RADIO
Detroit's Basic Radio Station

Owned and operated by **The Detroit News**
NBC Affiliate
National Representatives: Peters, Griffin, Woodward, Inc.

VERSATILE—*Marya Stevens demonstrates a new display for Pacific Hawaiian Products Co.'s Hawaiian Punch. The full-color, lithographed, corrugated sleeves can be used singly or stacked to form a pylon. Atherton Mogge Privett Inc., Los Angeles, designed the displays.*

KLZ of Denver... Salutes...
An 8,500 Consecutive Newscast Advertiser

William E. Glass

Veteran Denver retailer, WILLIAM E. GLASS, President and General Manager of COTTRELL'S, *"The Man's Store,"* since 1928, has helped his store expand into a modernistic center for men's wear in the Rocky Mountain Empire.

On January 28, 1959, Cottrell's sponsored their 8,500 consecutive 5:00 p.m., Monday through Saturday Newscast on KLZ-Radio (over 27 years!), their major broadcast medium in Denver.

Mr. Glass says, "KLZ-Radio has been a *vital* force in our growth."

Let KLZ-Radio sell your products too, in the rich Denver-Rocky Mountain area.

KLZ radio 560 KC

CBS for The Rocky Mountain Area ★ Call KATZ or Lee Fondren, Denver

John Plain Sets Volume Rebates in Incentive Plan

CHICAGO, Feb. 3—A sales promotion program with a built-in cost allowance feature for user companies is now being offered by John Plain Co.'s premium and incentive division.

The program, available to both large and small companies, makes the allowance on the basis of the amount of merchandise shipped per Plain catalog bought by the company using the plan.

■ Here's how it works: Companies using the Plain program buy prize books from Plain for 35¢ each. If the amount of merchandise Plain ships in connection with the company's incentive program averages $15 or more per book purchased, Plain (a) cancels the bill for the prize books and (b) refunds to the company 2½% of that portion of the average dollar volume per book that exceeds $15.

If the average amount exceeds $35 per book Plain increases the refund percentage to 3% for the portion of the average that exceeds $15.

■ On campaigns that result in shipments averaging less than $15 per book, a proportional credit against the cost of the books will be given.

If a client company runs several sales campaigns using the same book, Plain explains, they must be totaled in compiling the average sales per book.

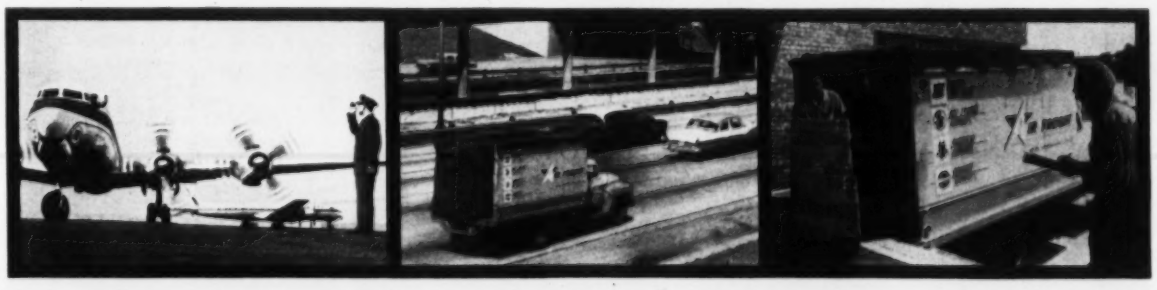
Along with the announcement of the new incentive program, Plain Co. has published a new 72-page prize book listing more than 1,900 merchandise items. #

N. Y. Financial Ad Men Elect

Kenneth C. Browne, financial advertising manager of the *New York Times*, has been elected president of the New York Financial Advertisers. He succeeds K. W. Schweithelm, assistant vp of Chase Manhattan Bank. Robertson Page, assistant manager, public relations, First National City Bank, and George W. Heyne, assistant vp, South Brooklyn Savings Bank, were elected 1st and 2nd vps, respectively. Robert J. Stiehl, assistant advertising manager of *Banking*, was reelected treasurer, and Sally Dominick, Dry Dock Savings Bank, was elected secretary, to succeed Isabelle B. Murray, president of Hudson Advertising Co.

United Air Freight service

is door to door, relieves you of



pickup and delivery problems

As convenient (and fast) as dropping an air mail letter in the box. Turn your shipment over to United *at your door* and forget about it. It will arrive at your customer's door on time and appreciated.

United's pickup and delivery service is an extension of your shipping department. Takes the strain off traffic managers, keeps inventory low, frees warehouse space.

This service, plus United's radar dependability, 2000-community reach and Reserved Air Freight make a solid case for calling United when you stamp cargo "Ship Best Way."

UNITED AIR LINES

For service, information or free Air Freight booklet, call the nearest United Air Lines representative or write Cargo Sales Division, United Air Lines, 36 South Wabash Avenue, Chicago 3, Ill.

GET EXTRA DEPENDABILITY, EXTRA CARE—SHIP UNITED, THE RADAR LINE

NO. 1 IN CIRCULATION

Wonderful things are cooking at Ladies' Home Journal!

Some epicurean editorial items: During 1958, ten Journal books appeared in hard covers and some are *still* on best-seller lists. Coming in 1959, will be more exciting fiction by such authors as Daphne Du Maurier...Isak Dinesen...Jessamyn West. Also, the Journal will continue to publish stimulating articles by Dr. Spock, Dorothy Thompson, Margaret Hickey, and, of course, such ever-popular features as "How America Lives," "Can This Marriage Be Saved?" and "Tell Me, Doctor."

Some tasty figures on circulation: Ladies' Home Journal's average circulation for the first nine months of 1958 was 5,703,413*—a gain of 160,000 over 1957...483,000 over 1956! (That means advertisers have been receiving a circulation bonus of over 200,000.) At the newsstands, the Journal still outsells...and by a wide margin...all other women's magazines.

Some appetizing news about advertising: The March Journal set a new revenue record for that month with a total of $3,233,475—up 13.6%. This continues the surge which began with the February issue, also a record-breaker, when the Journal showed a 36% gain in advertising revenue and a 25% gain in lineage...and was the all-time high February issue. *This makes the first quarter of 1959 the biggest in Journal history!* No wonder the Journal is No. 1 in the plans of advertisers who know the importance of womanpower and Journalpower.

Ladies' Home Journal is cooking with . . . womanpower! The kind of editing that's made *one* magazine far and away the No. 1 magazine in the hearts of women is what we call *Journalpower*. And the Journal's vast and responsive audience of women is what produces that wonderful force we call *womanpower*. These two forces together produce salespower for advertisers. Our advertisers tell us this and prove they mean it by investing more money, and by a wide margin, in Ladies' Home Journal than in any other women's magazine.

*A.B.C.

Womanpower + Journalpower = Salespower

Ladies' Home JOURNAL
A CURTIS PUBLICATION

NO. 1 IN NEWSSTAND SALES **NO. 1 IN ADVERTISING**

The Editorial Viewpoint . . .

Radio Needs Stabilized Rates

Whether individual radio stations decide to have a single rate applicable to all types of business, or whether they have varying rates for local and national advertising, is their own individual decision to make.

Advertisers in general undoubtedly would prefer a single rate, because this makes it easier and simpler to buy time, even though it might result in somewhat higher average prices.

But, regardless of whether radio stations have one rate or two, they still need badly to follow a one-rate policy. The kind of one-rate policy we are talking about means the same rate for every buyer under the same circumstances—that is, if there is a "national" rate, then every buyer of national pays that rate, and if there is a "local" rate, then that rate is identical for every buyer of local time.

This does not exist at present. To an extent appalling when compared with other media, there are secret and elastic rates in the radio business which make a shambles out of printed rate cards. In no other area of advertising is there so much jockeying for price, nor so much chicanery involved in determining exactly what you buy for a fixed number of dollars.

Partly, this is due to the fact that in many cases, the thing being bought is some kind of a package, involving more than a mere slice of on-the-air time. But partly—and mostly—it is because radio has allowed a best-bargainer-best-buy policy to develop to a truly surprising extent. No one knows exactly how much anything costs on most stations. True enough, stations have published rates which are supposed to apply, but in too many instances these are just the beginning point for bargainers to seek "discounts," or extra bonus announcements, or special time concessions, or special merchandising deals, or whatever.

In any active marketplace operation—and radio is an active marketplace—the prices or rates ultimately become pretty standardized. Bargaining thus becomes a process of trapping the occasional sucker who doesn't bargain long enough, and thus pays more than the accepted "bedrock" price. It is an undignified, an uneconomic and a largely useless procedure. It ought to be ended.

Kefauver Explains All (?)

Sen. Estes Kefauver of Tennessee has advised Cranston Williams, general manager of the American Newspaper Publishers Assn., that his subcommittee's recent report on the automobile business did not mean to take the position that advertising is bad for the automobile industry. As a famous pollster once told ADVERTISING AGE, "I may have said it but I didn't mean it."

The report, apparently written by the subcommittee's chief economist, Dr. John M. Blair, said that per-car advertising costs have reached such a level that they may be having an adverse effect on sales of cars. But Sen. Kefauver says it wasn't meant to say this at all; the purpose of the report was to point up the lack of price competition which a majority of the subcommittee found to exist.

"It was not intended to question as such the use of advertising by the automobile industry," the senator wrote Mr. Williams. "Frankly, to do so would have been utter nonsense, because regardless of how good a product a manufacturer might have for sale, unless he advertises through mass media, the merits of his product could not possibly be made known to the mass public."

Maybe it would be a good idea for the advertising business to induce Senator Kefauver to write his own committee reports. Then statements like the following, which actually appeared in the report, would not appear, and Senator Kefauver would not be required to explain to anyone that they do not really mean what they say:

"It is no longer true, as formerly was the case, that despite the large aggregate sums, advertising expenditures by the automobile companies when translated into per-car figures, are so small as to have no possible effect on prices or demand. As will be brought out in the chapter on demand, a $100 increase on a $2,000 car would tend to reduce annual sales by several hundred thousand cars."

Advertising Age

Trade Mark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. G. D. CRAIN JR., president and publisher. S. R. BERNSTEIN, O. L. BRUNS, J. C. GAFFORD, G. D. LEWIS, vice-presidents. C. B. GROOMES, treasurer.

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EDITORIAL

S. R. Bernstein, editorial director. John Crichton, editor. Jarlath J. Graham, managing editor. Don Morris, assistant managing editor.

Senior editors: Washington—Stanley E. Cohen. New York—James V. O'Gara (in charge), Maurine Christopher (broadcast), Milton Moskowitz (international). Chicago—Emily C. Hall (features), Murray E. Crain, Merle Kingman. Associates: New York—Charles Downes, Lawrence Bernard, Phyllis Johnson, Denis Higgins. Chicago—Albert Stephanides, Shirley Ullman, Emmett Curme, John S. Lynch, Betty Cochran, Lawrence E. Doherty.

F. J. Fanning, editorial production. Elizabeth G. Carlson, librarian. Correspondents in all principal cities.

ADVERTISING

Jack C. Gafford, advertising director. Gordon D. Lewis, manager sales and service; William Hanus, assistant manager; R. W. Kraft, production manager. New York: Harry Hoole, eastern advertising manager; John P. Candia, David J. Cleary Jr., Louis DeMarco, Daniel J. Long, Alfred S. Reed, Alfred Maleckl, B. Richard Weston. Chicago: E. S. Mansfield, Arthur E. Mertz, Rod H. Minchin, David J. Bailey, Jack Barnett. Los Angeles: (Simpson-Reilly Ltd.) Walter S. Reilly, James March, Roy Margrave. San Francisco: (Simpson-Reilly Ltd.) Wayne Stoops. Portland: (Frank J. McHugh Co.) Frank J. McHugh Jr. Seattle: (Frank J. McHugh Co.) Thomas A. Knowles.

25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. Myron A. Hartenfeld, circulation director.

Gladys the beautiful receptionist

—Edward Bozorth, St. Georges & Keyes, New York.

"That's the agency business. The big ones get bigger and the small ones merge."

What They're Saying . . .

Footnote on TV

An acquaintance who confesses to normal addiction to television, nevertheless is worrying himself into a state of nerves over the commercials.

He says he can't translate some of them into any relationship to his living conditions. That is, they don't make him want to buy! He has no intention, he says, "of ever using a pen to write on butter-smeared paper, boiling an egg on a strip of adhesive tape, towing a watch across the ocean underwater, shaving a peach with a razor, sticking nails into gobs of shaving cream to prove its consistency, or holding a tissue underwater with an apple on it."

The above pathetic scrawl was passed on to an office secretary who read it, frowned, and said "What is he griping about? . . . why, I think those commercials are sort of cute!" So we now consign his problem to the reader, if it is a problem . . . to us it reads more like a footnote to our curious times.

—Rochester Democrat and Chronicle editorial.

Advertising Budget Note

How much should your company spend on advertising?

In almost every field there are sound precedents to guide the advertiser in setting up his appropriation. They may be expressed in percentage of sales, in pennies or dollars per unit, or in a variety of other measurements. Your accountant can readily brief you on them.

In these days of fast-changing market conditions, however, the advertising budget should not always be based on current sales. Situations frequently arise which call for full and rapid exploitation. The promotional expenditure required may not be justified by the sales figures of the moment. But the potential gain may be so promising that it is good business to cast aside the traditional budgetary gauge and plan a bold effort in relation to the sales *goal.*

—Perspective on Today's Advertising/Marketing, published by The Zlowe Co., New York.

Postal Rate Rise Unlikely

. . . It is extremely unlikely that the Congress will vote increases in postal rates and federal gasoline taxes.

Postal rates were increased only last year and any effort to raise them again is bound to run into a storm of opposition. Nor will the Congress look sympathetically upon any attempt by the federal government to acquire additional revenues by imposing a new gasoline tax of 1½¢ per gallon, inasmuch as states look to this source of revenue for financing their own programs . . .

—Sidney R. Yates, U. S. Representative, 9th District, Illinois, in a newsletter to constituents.

Rough Proofs

A state senator in Maine is proposing a tax on advertising, to be used for education.

Part of the funds might be available for the education of state senators.

•

Congressman Blatnik was having a lot of fun and making a lot of headlines with his investigations of advertising until his Democratic confreres pulled the rug out from under him by abolishing his subcommittee.

•

Sen. Kefauver, of Tennessee, told Cranston Williams the comments of his anti-monopoly committee on automobile advertising weren't as bad as they sounded.

Maybe the senator thinks Cranston still votes in Chattanooga.

•

Vern Myers thinks the public should pay part of the costs of tv programming, but the broadcasters insist that television can't survive half pay and half free.

•

Ingenue, Dell Publishing Co. says, is "the magazine young girls asked for."

Now the problem is whether to ask them to pronounce the title *a la Parisienne.*

•

"Cordiality to borrowers to be Beneficial's motif," the headline says.

Maybe the Beneficial folks have heard something about friendly Bob Adams.

•

"Norman, Craig moves to sue Pabst for $95,000."

The departing agency has a reluctant answer to the question, "What'll *you* have?"

•

"Lennox predicts," the news story says, "that home builders will feature 'pure air' homes to combat the menace of air pollution."

Is this another dig at those chain cigaret smokers?

•

"Does anybody really mind direct mail besides the people who work for competing media?" asks Dave Park.

The competing media don't mind it—they use it.

•

An adman looking for a new job is described by an admiring friend as "a thinker (not an egghead)."

This fellow is unquestionably a guy with both feet on the ground.

•

Felix Coste, new president of OAI, tells AA, "The best way to get business is to go where business is."

And besides, that policy keeps a fellow moving around in the great outdoors.

•

Roy King, the new editor of *Food Topics,* is described as representing "today's tough-minded, hard-hitting food operator."

He's tough-minded to the point that he expects to make a profit even on national brands.

COPY CUB.

ADVERTISING

POWER, MAGIC, WIZARDRY, ENCHANTMENT—to the amateur no word seems strong enough to describe the undeniable accomplishments of advertising. But from a professional viewpoint, advertising merits somewhat more sober terms. As a matter of fact the making of successful advertising is a difficult business, requiring both skill and experience.

• It is true that advertising will speed up sales and secure a larger volume in a shorter time for a manufacturer with foresight, courage and financial resources to carry definite business policies to completion.

• But no amount of advertising will sell a product that cannot be sold without advertising.

• It is certain that advertising can and does create valuable goodwill for a brand or a trademark. Witness the actual value in money of any well-advertised name.

• But it is equally certain that back of that name there must be honesty, fair dealing and full value for the price asked. Advertising an unworthy product simply means that a larger number of people will presently discover its disadvantages.

• Advertising pays its way, often many times over. It will permit lower prices through increased volume. It can reduce selling costs. It can lessen the time in which a product moves from factory to consumer.

• But advertising that does not consider the problems of the jobber, the retailer and the salesman often loses more than it gains. Advertising must contain the principles of sound merchandising to be successful.

• Advertising is accepted as a necessary part of modern business promotion. It has won a place for itself in virtually every industry. Rightly directed and prepared, advertising has proved that it can return a profit to the advertiser. But advertising always should be considered as a business enterprise, and not as a magic formula for unearned success.

N. W. AYER & SON, INC.

Some thoughts on advertising . . . republished in co-operation with *Advertising Week*, February 8 to 14

ENTER NOW!
REDBOOK'S SHOPPING CENTER

ALL CENTERS ELIGIBLE

Shopping centers today are making a major contribution not only to retailing but to the lives of the suburban Young Adults whom they and Redbook serve.

In recognition of this contribution, Redbook this year is launching the first nation-wide program of shopping center achievement awards. These annual awards—for which all centers are eligible—are designed to honor outstanding examples of the imaginative promotions and community service which continue to impress Redbook after years of work and study with shopping centers.

As you plan your center-wide promotions in 1959, don't overlook this opportunity to win national acclaim for your center. Mail the coupon today for details and entry instructions. There is no entry fee.

54 AWARDS PLUS 3 GRAND PRIZES

Redbook will present 54 awards and three grand prizes for outstanding center-wide promotions during 1959. The three grand prizes, large, illuminated shopping center directories, will be awarded to national winners from each of the three classes of shopping centers: regional, community, and neighborhood. *Your center will compete only with centers in your own class.*

Judges will be recognized authorities from the fields of advertising and sales, retailing, and shopping center development. They will judge all entries early in 1960 —*but you should start collecting your material as soon as you send the coupon and receive instructions.*

REMEMBER: Your center's promotion people may not see this announcement...so send the coupon for the information they will need to win.

ANY CENTER-WIDE PROMOTION QUALIFIES

Your entry may cover any kind of center-wide promotional activity. For judging purposes, three classifications of activities have been established. You can win an award for:

1. The best promotion program using existing or traditional theme, including seasonal promotions.
2. The creation and best execution of an original promotion.
3. The best community service activities (activities designed to benefit the community, with success measured in these terms).

IMPORTANT: All promotions must be documented —but please DO NOT submit material at this time. Send coupon for instructions and requirements.

ACHIEVEMENT AWARDS

SPONSORED BY THE MAGAZINE FOR YOUNG ADULTS

3 GRAND PRIZES

Three illuminated directories that will benefit shopping center merchants and their customers alike. Complete with electric clock. Stainless steel, all-weather construction. These directories are suitable for a listing of all center merchants plus map and special events information. A directory will be awarded to the national winner from each class of center: regional, community, and neighborhood.

NATION-WIDE RECOGNITION

Criss-crossing the country, Redbook's veteran shopping center team continually meets and addresses advertising clubs, sales and merchandising groups, and shopping-center merchants' associations. This expert team will highlight in their program the successful promotions of winning centers.

Thus, in addition to awards, winning centers will receive wide national recognition—not only among those in the shopping center field, but among leaders in every phase of marketing, who recognize that shopping centers are today's marketing pioneers.

Whatever your affiliation or capacity, be sure *your* center takes advantage of this opportunity. Send coupon for details and tips on how to win.

REDBOOK INAUGURATES NEW PROGRAM TO HONOR OUTSTANDING CENTER-WIDE ACTIVITIES DURING 1959. SEND COUPON AT RIGHT FOR COMPLETE INFORMATION.

SEND COUPON NOW—SUBMIT MATERIAL LATER!

Mr. John Hilz, Secretary
Shopping Center Awards Committee
REDBOOK MAGAZINE
230 Park Avenue, New York 17, N. Y.

Please send me without charge or obligation the official entry blank and contest details plus tips on how my center can win your 1959 Shopping Center Achievement Awards competition.

Name of Shopping Center_____

Address_____

Your name and title_____

Your address_____

ALL CENTERS ELIGIBLE—NO ENTRY FEE

If you want to sell more soaps and cleansers, go where every page is full of ideas that sell: Better Homes and Gardens, the family *idea* magazine. BH&G's home-loving, home-owning readers are as alert to better ways to clean the old curtains, for instance, as they are to ideas for new ones. In a recent check, from one to two million more Better Homes and Gardens readers had bought laundry soap or detergent within the past 2 weeks than readers of any of the three major women's magazines covered in the study—9,850,000 readers* in all.

*Look-Politz Study, 1958

During the year ⅓ of America reads **BH & G** . . . the family idea magazine

Price, Stock Revamp Program Proposed to Hardware Retailers

INDIANAPOLIS, Feb. 3—A detailed plan to increase retail hardware turnover (and boost profits) by revamping both pricing and inventory patterns is currently being promulgated by the National Retail Hardware Assn.

The proposals are contained in an eight-volume "Turnover Handbook" developed jointly by NRHA and the marketing department of Indiana University's business school.

Volume I of the series is an analysis of hardware turnover and inventory fundamentals. It points up the significance of the investment-return factor of inventories and how returns from this investment can be increased. Volumes II through VIII are guides for stock selection in all major hardware categories aimed at producing greater turnover.

The handbook is being made available to both wholesalers and retailers, though retail operations are expected to benefit from it most.

■ The handbook proposes that the retailers drop their traditional 50% across-the-board mark-up on all inventory and substitute separate pricing policies for each of four categories of merchandise.

• Merchandise that is heavily advertised and carried by other local retailers should be priced competitively since these items—about 200, NRHA estimates—are particularly price-sensitive.

• Merchandise which is less price-sensitive and on which consumers rarely engage in competitive shopping should be given a 50% mark-up.

• Merchandise that has been carried more or less as a service, requires detailed product knowledge to sell and on which there is virtually no competition should be marked up from 75% to 100%.

• Merchandise that qualifies as an extreme of the last category should be marked up more than 100%.

A major objective of this pricing system, NRHA says, is to eliminate losses caused by the high cost of sales transactions on small orders of low-mark-up items like odd-size nuts and bolts.

■ A second major purpose of the handbook is to aid retailers doing a $100,000 a year business—the average operation, NRHA says—in selecting an inventory that will be more attractive to more buyers and ultimately result in three stock turnovers a year compared to the present average of two.

The handbook proposes widening the price variety of heavy demand items like hammers and other common tools and narrowing the range on light demand items. Some lines of merchandise that turn over too slowly and can't sustain much of a mark-up should be dropped altogether, the handbook suggests.

Altogether, the handbook suggests stock that would account for about 80% of the inventory of a retailer doing a $100,000 a year business. The remaining 20% is to be suggested by wholesalers and finally left to the discretion of individual retailers.

■ NRHA is already at work developing similar handbooks for stores doing a $50,000 business and those doing a $200,000 business.

Information on the availability of the handbook and the whole research effort behind it is available from NRHA's office at 964 N. Pennsylvania St., Indianapolis 4. #

Railroads, Byoir Appeal Verdict Won by Truckers

The Eastern Railroads Presidents' Conference, individual railroads and Carl Byoir & Associates, New York public relations company, have filed an appeal against the $852,074 damages verdict won by Pennsylvania Motor Truck Assn. U.S. District Court Judge Thomas J. Clary had awarded the truck group $652,074 in treble damages and $200,000 in counsel fees in a suit in which the truckers charged the railroads with conspiracy in restraint of trade (AA, Aug. 9).

In their appeal, the railroads charge that "in this case the Sherman act has been used not to promote competition but to stifle it."

ORLON
REG. U. S. PAT. OFF.
and
DACRON
REG. U. S. PAT. OFF.
are
trademarks,
too!

As his peaked, feathered cap identifies Robin Hood, our trademarks identify the unique qualities and characteristics of two of our modern-living fibers. "Orlon"* distinguishes our acrylic fiber; "Dacron"*, our polyester fiber. As we use and protect these trademarks, they become more meaningful and valuable both to consumers and to the trade.

For handy folders on proper use of the trademarks "Orlon" and "Dacron", write Product Information, Textile Fibers Dept., Section AA, E. I. du Pont de Nemours & Co. (Inc.), Wilmington 98, Delaware.

TEXTILE FIBERS DEPARTMENT

DU PONT
REG. U. S. PAT. OFF.

BETTER THINGS FOR BETTER LIVING . . . *THROUGH CHEMISTRY*

**When using these trademarks, always remember to: Distinguish "Orlon" and "Dacron"*—Capitalize, use quotes or italics, or otherwise distinguish by color, lettering, art work, etc. *Describe them*—Use the phrase *"Orlon" acrylic fiber* (or *"Dacron" polyester fiber*) at least once in any text. *Designate them*—In a footnote or otherwise designate "Orlon" as Du Pont's registered trademark for its acrylic fiber and "Dacron" as Du Pont's registered trademark for its polyester fiber.

LIVING IN CLOVER
See Page 76

In addition to
the largest
daily circulation gain
of any newspaper
in the United States

The San Francisco Chronicle

enjoyed the
largest advertising gain
of any newspaper
in the top 20 markets.

LEADERS IN THE NATION:

San Francisco Chronicle (M&S)	GAINED	1,248,313 lines
Washington Post & Times Herald (M&S)	GAINED	468,978 lines
Boston Globe (M, E&S)	GAINED	449,909 lines
Boston Herald (M&S)	GAINED	424,724 lines

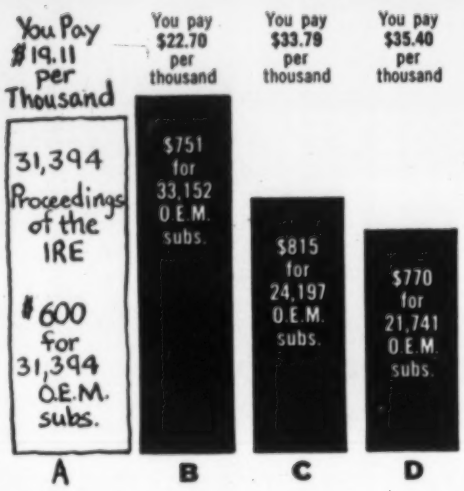
AND IN SAN FRANCISCO:

The Chronicle (M&S)	GAINED	1,248,313 lines
The Call-Bulletin (Eve.)	GAINED	118,554 lines
The News (Eve.)	LOST	1,312,580 lines
The Examiner (M&S)	LOST	2,152,174 lines

Source: ABC Publishers Statements Sept. 30, 1957, '58, excluding merged papers; and Media Records for 1958, less legal.

Represented by Sawyer Ferguson Walker

Compare Your Cost per Thousand O.E.M. Subscribers!



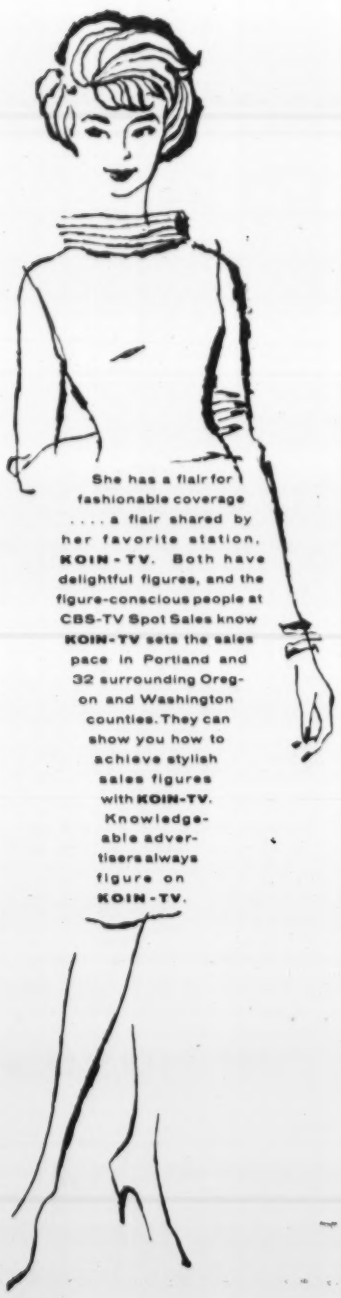
Magazine "B" is currently circulating a chart comparing its circulation in the O.E.M. market with magazines "C" and "D", completely forgetting magazine "A"—**Proceedings of the IRE.** With **Proceedings** you pay only $19.11 per thousand for original equipment manufacturers—a fact not to be ignored by today's economy minded media men. Remember, your dollars go further, your sales message works harder when it is in **Proceedings of the IRE!**

THE INSTITUTE OF RADIO ENGINEERS

Proceedings of the IRE

Adv. Dept. 72 W. 45th St., New York 36, N. Y.
MUrray Hill 2-6606

Chicago • Minneapolis • Boston
Los Angeles • San Francisco



She has a flair for fashionable coverage .... a flair shared by her favorite station, **KOIN-TV.** Both have delightful figures, and the figure-conscious people at CBS-TV Spot Sales know **KOIN-TV** sets the sales pace in Portland and 32 surrounding Oregon and Washington counties. They can show you how to achieve stylish sales figures with **KOIN-TV.** Knowledgeable advertisers always figure on **KOIN-TV.**

Getting Personal

Ben G. Allen and **Joe Hornsby,** who have teamed up on more than 300 musical commercials at BBDO, New York, have also composed the songs and music for "Tall Story," the Lindsay-Crouse comedy which opened on Broadway Jan. 29. Around BBDO, they are referred to simply as A&H; some of their memorable tv efforts include "Be Happy, Go Lucky," "More People are Smoking Hit Parades," "Have You Had Your Soup Today?" and "Right About Here, Wouldn't You Like a Beer?" . . .

Rita Venn, space buyer at Doherty, Clifford, Steers & Shenfield, flew to Frankfurt, Germany, Jan. 30 for the wedding of her son who is stationed there. To ensure a proper send-off, the magazine representatives of New York turned out 32-strong for a "Gute Reise" party at Idlewild airport's International Hotel . . . **Clarence L. MacNelly,** senior vp and board member of Ted Bates & Co., had his first one-man show of paintings the end of January at the Adha Artzt Gallery in New York . . .

James M. Howe, creative director at Zimmer-McClaskey-Frank Agency, Richmond, will resign Feb. 15 to open a Black Sheep Club in Louisville. The club will be a key club operation franchised by **Burton Browne,** adman founder of the Gaslight Clubs in New York, Chicago and Washington . . . Mr. and Mrs. **Bob Lourie** are announcing the birth of a 7-lb. daughter, Hope Marla. Father is a Miami film producer and head of Bob Lourie Films. Grandfather is **Benjamin J. Lourie,** district manager of Columbia Pictures in Chicago . . .

Michael Winow, production manager of Ogilvy, Benson & Mather, was presented with an engraved Steuben urn on his 10th anniversary with the agency last month. Mr. Winow was the first man hired after the agency started in 1948. Originally, the company consisted of **David Ogilvy** and his secretary; now it has 223 employes . . . **Richard C. Shaw,** alumnus of Fuller & Smith & Ross, Cleveland, has a five-year contract to write a daily inspirational column for the Chicago Sun-Times Syndicate . . .

SOLD—*Fred Boulton (right), vp and senior art director of J. Walter Thompson Co., Chicago, not only won an award in the Chicago Art Directors Show with this water color; he also found a buyer for it. Harry Collins (left), board chairman of Collins, Miller & Hutchings, Chicago photoengraver, bought the painting for his office.*

Alan G. Nicholas, publisher of the *Pittsburgh Sun-Telegraph,* is one of 15 Pittsburghers who received special awards at the Pittsburgh Junior Chamber of Commerce "Man of the Year" dinner . . . **Matthew "Joe" Culligan,** exec vp of NBC-Radio, and **Oliver Treyz,** ABC president, are heading up the broadcast committees for Brotherhood Week, sponsored by the National Conference of Christians & Jews . . .

Harry Hoffman, president of Hoffman, York, Paulson & Gerlach, Milwaukee, subject of a lengthy "Business in Person" interview in the *Milwaukee Journal,* reveals that he got into advertising 34 years ago by accident. "I was selling ads in a program for a church event and found if I wrote the ads first, I had better luck in selling them," he told his interviewer. So he switched from the drafting department of Koehring Co. to its ad dept. . .

Sheila Montgomery, on the staff of WGBH-TV, Boston, will be married in April to **Charles Cleworth,** son of **C. William Cleworth,** head of Cleworth Publishing . . . Frances Kay Merritt and **John Warren James McCrosky** of J. Walter Thompson Co. in New York, will be married in June . . . Another JWT groom-to-be is **Gilbert Haven Thirkield Jr.,** who'll wed Eugenia Calvert Baker this spring . . .

Alfred A. Atherton, exec vp of Atherton Mogge Privett, is serving as a civilian member of the police officer candidate examining board in Los Angeles . . . **Roy Abernethy,** vp of automotive distribution and marketing, American Motors, received an "Automotive Marketing Man of the Year" citation from the Poor Richard Club, Philadelphia . . . **Ralph K. Clark,** president of Gerth, Brown, Clark & Elkus, Sacramento, has been given the annual president's award of the Sacramento Chamber of Commerce . . .

Robert A. Low, former ad manager of the *Saturday Review,* is a new assistant to the Mayor of New York, Robert Wagner . . . **Norman H. Strouse,** head of J. Walter Thompson Co., starts his fourth year as head of the public information committee for the New York Red Cross fund-raising campaign. **Leonard H. Goldenson,** president of American Broadcasting-Paramount Theaters, heads the ad, publishing and entertainment section of the campaign . . .

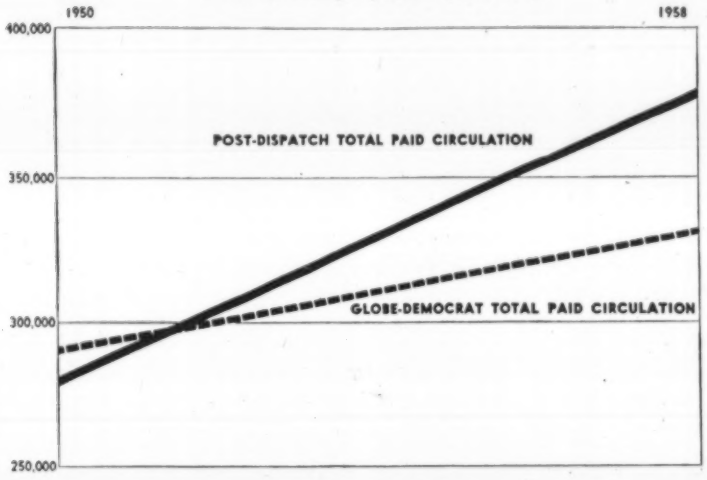
Alfred Auerbach, head of his own New York agency, has been cited by the Department of State for his work on the committee planning the contents of the U. S. Pavilion at the Brussels World's Fair . . . The first citizen-achievement award of the New York State citizens committee for the public school has been awarded to **Roy E. Larsen,** Time Inc. president . . . Two new Kiwanis Club officers: **Harold J. Saz,** vp and business manager of the tv-radio department at Ted Bates & Co., heads the Ardsley, N. Y., club. **William A. Hatkoff,** president of William A. Hatkoff Associates, is a new vp of the Norwalk, Conn., group . . .

Long-haul Circulation

LEADERSHIP

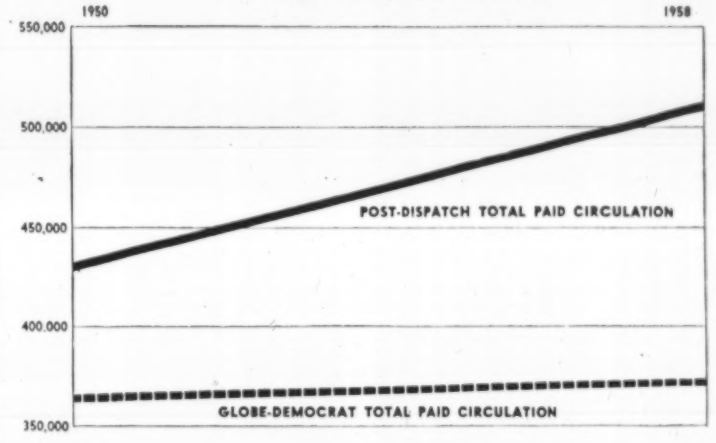
DAILY TOTAL CIRCULATION of St. Louis Newspapers

6 Months Ending September 30, 1950-'58

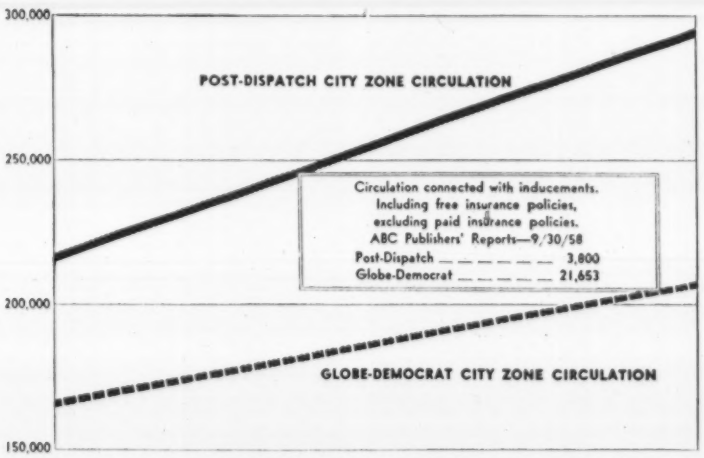


SUNDAY TOTAL CIRCULATION of St. Louis Newspapers

6 Months Ending September 30, 1950-'58



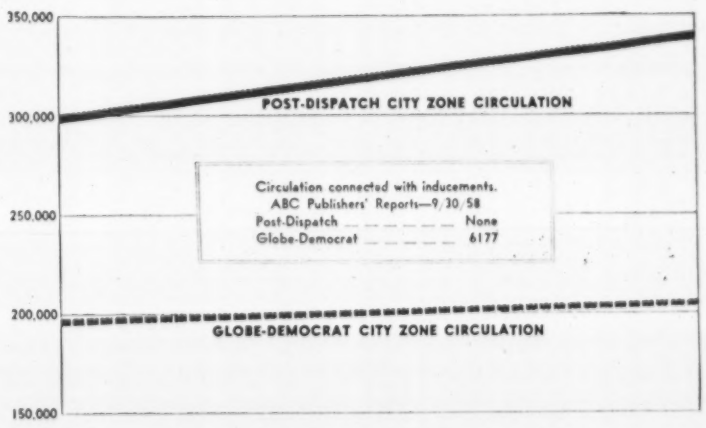
DAILY • City Zone Circulation



Circulation Six Months Ending September 30th

	TOTAL				CITY ZONE			
	1950		1958		1950		1958	
Post-Dispatch	281,172		380,495		217,869		295,770	
Globe-Democrat	292,214		332,823		166,800		209,586	
Globe-Democrat Lead	11,042	4%						
Post-Dispatch Lead			47,672	14%	51,069	31%	86,184	41%

SUNDAY • City Zone Circulation



Circulation Six Months Ending September 30th

	TOTAL				CITY ZONE			
	1950		1958		1950		1958	
Post-Dispatch	432,297		510,145		301,031		340,408	
Globe-Democrat	363,835		373,939		196,216		204,968	
Post-Dispatch Lead	68,462	19%	136,206	36%	104,815	53%	135,440	66%

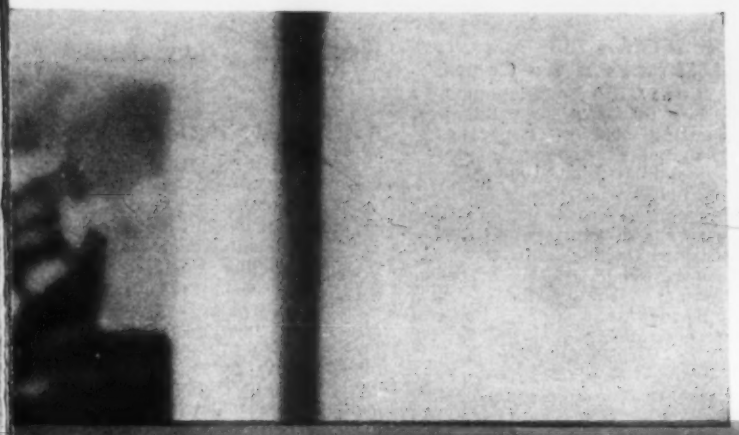
These Daily and Sunday circulation charts, 1950 through 1958, are graphic proof of the stability of the POST-DISPATCH in the market it serves.

The POST-DISPATCH is the preferred newspaper of the reader. It is capable of placing your message before the largest and most receptive buying group. As the strongest single force in selling, the Post-Dispatch has remained the preferred newspaper of the advertiser for 58 consecutive years.

The selling force behind St. Louis business

ST. LOUIS POST-DISPATCH

First in Circulation • ***First in Advertising***



"BUSINESS PUBLICATION ADVERTISING IS OUR MOST POWERFUL SALES TOOL"

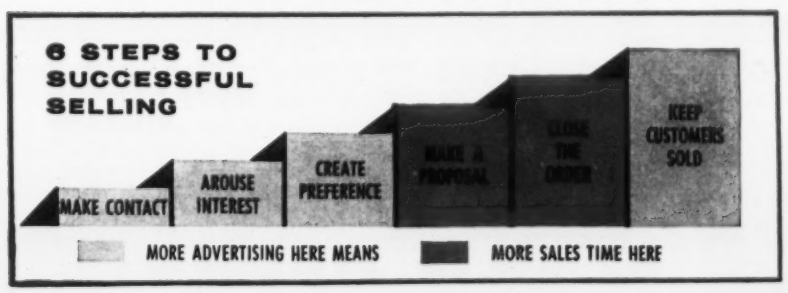
"Because of our wide range of products," says Harry A. Torson, Vice President in Charge of Sales for Dodge Manufacturing Corporation, "we must reach almost every industry. Consistent, hard-hitting business publication advertising is our most powerful sales tool. It gives us effective penetration of all segments of industry where Dodge power transmission products have application.

"To conserve selling time for our field force, we feel we *must* advertise all products in business publications. We know that such advertising develops interest in our new products, reinforces acceptances of established lines and builds confidence in our ability to lead in new developments."

IF WHAT YOU MAKE OR SELL is bought by business and industry, you can "mechanize" your selling by *concentrating* your advertising in the McGraw-Hill publications serving your industries. This enables you to speak to the men who make the *buying decisions* for your markets in their language—while they are in a mood to do business . . . gives your salesmen more time to make specific proposals and close sales.

McGraw-Hill
PUBLICATIONS

McGRAW-HILL PUBLISHING COMPANY, INC.,
330 WEST 42nd STREET, NEW YORK 36, N. Y.

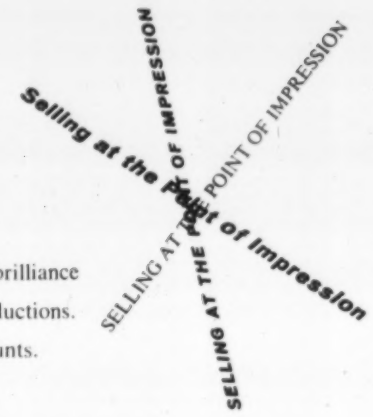


Now more than ever our phrase

Selling at the Point of Impression

carries new emphasis.

Powderless Etching of *copper* originals with our exclusive equipment and advanced method adds fresh brilliance and sharpness to color process and monochrome reproductions. And we do mean in the *publication* printing where it counts.


Selling at the Point of Impression
SELLING AT THE POINT OF IMPRESSION
SELLING AT THE POINT OF IMPRESSION
SELLING AT THE POINT OF IMPRESSION

HM ***HUTCHINGS & MELVILLE, INC.*** *Photoengravers*
4043 North Ravenswood Avenue, Chicago 13, Illinois

Equipped with COLOR SPLITTER, KLIMSCH CAMERA, 4 COLOR 604 PRESSES

Larus Offers Four Cars, 1,032 Prizes in New Contest

Larus & Bro. Co., Richmond, Va., maker of House of Edgeworth smoking tobaccos, is sponsoring a contest in which four Thunderbird automobiles and $2,000 in prizes to retailers will be given away. The contest will be promoted with page ads in February and March issues of *This Week Magazine*, eight magazines and 100 college publications.

Besides the cars, Larus will offer eight RCA color tv sets, eight Calvert wardrobes for men, 16 Hamilton electric wrist watches and 1,000 Flacon pipes. Cargill & Wilson, Richmond, is the agency.

Strassler-Johnson Co. Bows

Steve Strassler, formerly an account executive at Marketing & Advertising Associates, Philadelphia, has formed his own agency, Strassler-Johnson Co., to specialize in grocery accounts. Offices are at 20 S. 15th St., Philadelphia.

National Car Offers 'Fly-Drive' Plan for Kit-Heavy Salesmen

CHICAGO, Feb. 3—Salesmen who have been grounded by a heavy ballast of samples can now take to the air to cut travel time and still drop in on potential customers with a full sample line.

This miracle has been worked out by National Car Rental System in its new "fly-drive" plan. National Car is an organization of 700 independently owned car rental operators in the U. S., Canada and 30 other nations. The plan was announced here last week at the group's 12th annual meeting.

As described by Walter J. Phillips, exec vp of the group, the plan involves the salesman's putting together two sets of samples.

■ "As soon as the salesman has made up his itinerary," Mr. Phillips said, describing how the plan works, "he ships a set of samples, via air or surface, to the National operator in the first city on his route. He uses our free Teletype reservation service to notify the National operator to have his rental car and samples awaiting him at the airport upon arrival.

"The second set of samples is shipped to the National office in the next city on his itinerary, where he is also to be met on arrival with his rental car and samples. The first set of samples is then shipped to the third city on his route to await his arrival.

"In this fashion, by leapfrogging samples from city to city via National, the salesman makes more efficient use of his time for direct customer contact. This time saved and greater productivity would more than offset the relatively minor expense of the second set of samples." #

Supreme Court Denies Appeal of General Foods, Morton, Hunt

The Supreme Court last week denied a joint petition for a writ of *certiorari* filed by General Foods Corp., Morton Salt Co. and Hunt Foods. The three companies were appealing a decision by a U.S. appellate court, which ruled last summer (AA, Aug. 4) that the companies failed to prove in a lower court trial that their payments to *Woman's Day* for advertising were available proportionately to other grocery retailers in competition with the Great Atlantic & Pacific Tea Co. in accordance with Section 2(d) of the Robinson-Patman Act.

The case will now return to U.S. district court, Chicago, where the court will decide if the three food companies are liable; a determination of monetary damages suffered by 20 independent retail and wholesale grocers in the Chicago area who brought the suit, and if the suit is a "class" suit. A&P, which has since sold *Woman's Day* (AA, Oct. 6, '58), and the magazine were absolved of anti-trust law violation.

Grey Elects 4 Directors

Grey Advertising, New York, has elected four new members to the board of directors. They are Leroy B. Block, vp and account supervisor who has been with the agency since 1946; Hal F. Davis, assistant to the president, who joined Grey in 1957; Dr. E. L. Deckinger, vp and director of media since 1956; and Theodore M. Kaufman, vp and account supervisor, who has been with the agency since 1948.

Another thriller-diller from WJRT—

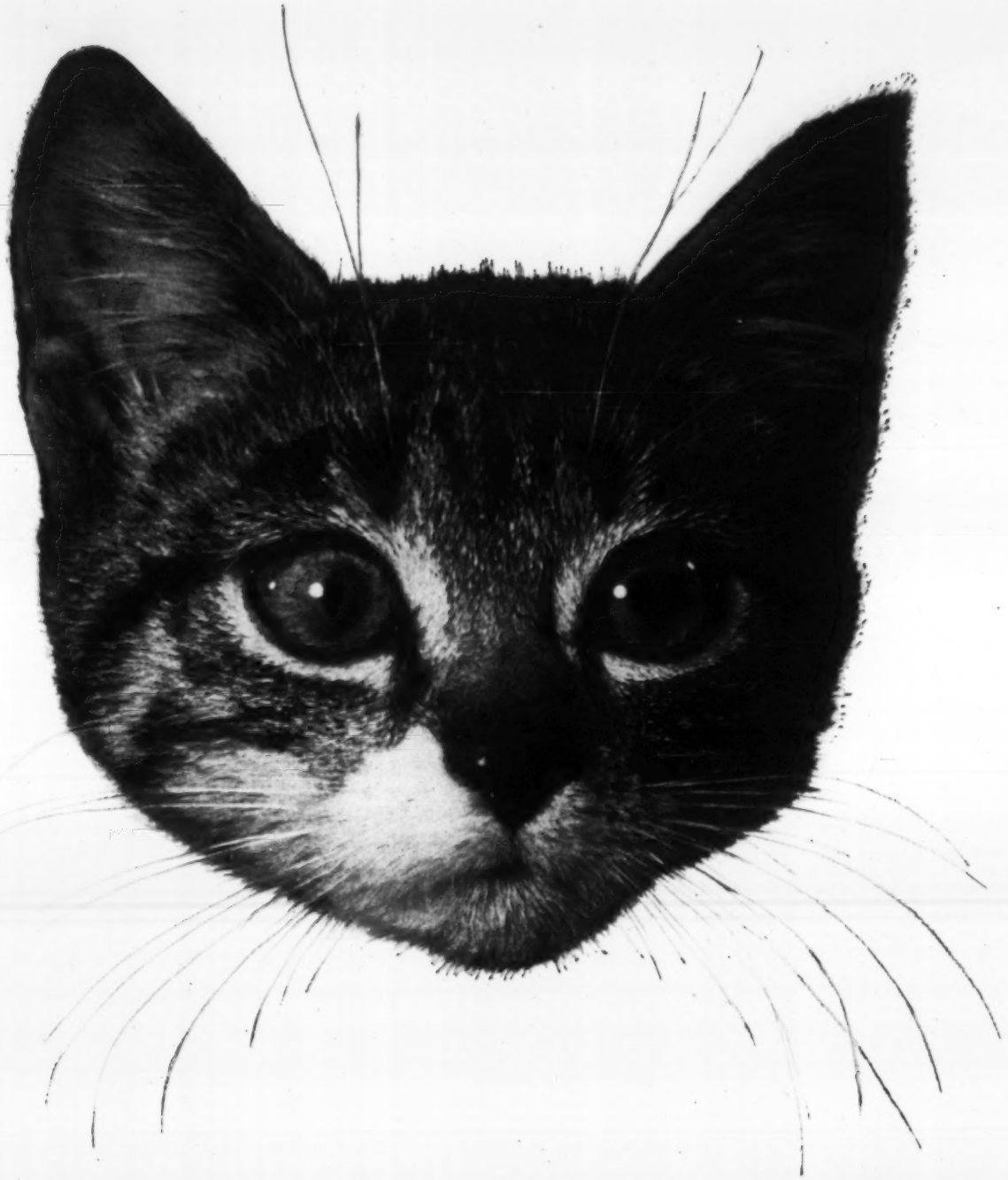
"You're getting warm, Ponsonby. But next time try WJRT. It's the efficient way to blanket Flint, Lansing, Saginaw and Bay City."

Hottest thing in mid-Michigan TV: WJRT, the single-station way to reach the nearly half-million TV households in mid-Michigan. And surely the most efficient way—for WJRT covers all four mid-Michigan metropolitan areas—Flint, Lansing, Saginaw and Bay City—with a grade "A" or better signal. No further need to look in from the outside. WJRT gives you penetration from within. If you want to tell your story in Flint, Lansing, Saginaw and Bay City, WJRT is the way to cover all four with a single-station buy. Come on in; the selling's fine.

WJRT
CHANNEL **12** FLINT
ABC Primary Affiliate

Represented by **HARRINGTON, RIGHTER & PARSONS, INC.**
New York • Chicago • Detroit • Boston • San Francisco • Atlanta

Walter I. Barber Co.
NEW YORK • CHICAGO
A widely respected firm of seasoned professionals
Magazine Publishers Representatives
518 Fifth Ave., N.Y.C.
MU 2-5253



AWARENESS

is a fact of LIFE

Awareness comes early to some . . . never to others.

People who have it are easily identified. They are busy keeping up with what's going on . . . intrigued by what's happening now. Their eyes are open to everything contemporary.

While they vary greatly in size, shape, age and income—they all have this: a curiosity for the current.

For these people, the attraction to LIFE is a natural one. LIFE has their spirit. They discover in LIFE the very things they respond to in the world around them. LIFE is sensitive, alert, perceptive. LIFE is aware.

Awareness is a fact of LIFE. One fact. The best way to sum up may be to say that for over 32 million receptive readers, LIFE every week is everything that's *new* and *now* and in the *present*.

That's why your advertising will perform well in LIFE. Call your LIFE representative for all the facts of LIFE.

Change your figures!

NORFOLK, VIRGINIA IS NOW A CITY OF 330,343 ... AND THE CENTER OF A METRO AREA OF 574,436 ... VIRGINIA'S BIGGEST MARKET

On January first, the official population of the City of Norfolk reached 330,343 — as a result of 13.5 square miles of Princess Anne County having been annexed. So — Virginia's largest city continues to grow.

The Virginian-Pilot and the Ledger-Star

Represented by The John Budd Company

Norfolk-Portsmouth, Virginia

SAVE 10¢—*Stokley-Van Camp, Oakland, is using two-color newspaper ads like this as part of its frozen foods campaign (AA, Oct. 6, '58). Lennen & Newell, San Francisco, is the agency.*

Cap Corks Cover Coke Contest Clues in Cleveland Caper

CLEVELAND, Feb. 3—A bingo-like word game played with Coke bottle caps is being run off here by the Cleveland Coca-Cola Bottling Co.

An identical promotion has been extended in Cincinnati where it was termed "highly successful."

Winners here will get portable tv sets, stereo record players and cameras, among 1,100 prizes in the "Cross the T" contest.

The contest goes like this: Under the cork in each Coke cap is a black or gold letter. These letters are used to spell two words that fit into the T-shaped contest blank available with each carton of Coke.

The words are found in the Coca-Cola advertising which will be constant during the eight-week promotion. It's up to the contestant, though, to figure out which words are the lucky ones. T's correctly made with gold letters earn a first prize; with black letters, a second prize.

■ Warren Kluth, general manager, said the promotion is probably the biggest ever sponsored by the Cleveland bottler.

The ad schedule includes newspapers and radio spots supported by point of purchase materials and banners on Coke delivery trucks.

In getting ready for the contest, the company seeded the Cleveland metropolitan area with the special Coke caps. The first winner, who had been reading Cincinnati newspapers, claimed his prize before the contest actually began.

The promotion was tested last year in Eureka, Cal., and Jackson, Mich., before it was tried in Cincinnati. #

Appoints Goodman & Rouse

American International Pictures, Los Angeles, has named Goodman & Rouse, Los Angeles, to handle its advertising.

Current Deals and Offers

Manufacturers of instant coffee and frozen foods made the bulk of the special offers in newspapers on Thursday, Jan. 22, according to a spot check by ADVERTISING AGE. In the ten newspapers checked, five special-offer ads turned up for instant coffees and seven for frozen foods.

■ The newspapers checked were the *Boston Traveler*, the Charlotte, N. C., *News*, *Detroit News*, *Houston Chronicle*, *Miami Herald*, *Milwaukee Journal*, *Peoria Journal Star*, *Philadelphia Bulletin*, *San Diego Tribune* and *South Bend Tribune*.

The ten were selected from among a number of newspapers scattered geographically and from markets often used by advertisers as test markets. Since offers made by manufacturers (retail store specials are not included) tend to appear in a number of newspapers on the same day, whenever an offer is listed for the first time, all the other cities in which it appears are given. These offers are not listed again for the newspapers in those cities.

Product	Ad Size	Offer
Boston Traveler		
Maxwell House instant coffee	5x200	7¢ off. Also in South Bend with 12¢-off offer.
Birds Eye frozen products	5x200	"Pearl" necklace free for 3 labels. Also in Charlotte, with 3x160 size ad.
Canada Dry ginger ale	3x190	Free 29¢-value rain hat with 6-bottle carton.
Lipton tea bags	4x145	20¢ in-box coupon good on next purchase.
Heinz beans, spaghetti and macaroni	3x130	Ekco knives for $1 and 2 labels. Also in Milwaukee.
Charlotte, N. C., News		
Snow Crop frozen foods	4x140	5¢ a package refund, up to a total of $2, to Feb. 28. Also in South Bend, Houston (same size) and Milwaukee (5x175).
Detroit News		
Heinz baby foods	1x100	25¢ refund for two labels to try new screw caps.
Houston Chronicle		
Austex chili	5x200	1 big can free for two labels.
Hi-C pineapple-grapefruit drink	6x250	10¢ coupon good on a can. Also in Miami with 3x260 size ad.
Miami Herald		
Nescafe instant coffee	5x200	20¢ off on 8 oz. jar. Also in San Diego with 12¢ off on 6 oz. jar.
Beech-Nut baby foods	4x150	6 free jars for 6 labels.
Milwaukee Journal		
Borden's instant coffee	4x100	20¢ off.
Joy	6x170	8¢ coupon for Joy in plastic bottle.
Peoria Journal Star		
Mrs. Tucker's shortening	2x105	15¢ off.
Krey canned salisbury steaks	2x150	25¢ cash refund for label. Also in South Bend with 2x300 size ad.
Ad	5x200	Dinnerware packed in box.
Philadelphia Bulletin		
None		
San Diego Tribune		
Birds Eye chicken dinner	3x200	50¢ refund for two labels.
Canada Dry Hi-spot lemon soda	4x200	Special price, 6 bottles for 37¢.
South Bend Tribune		
Thomas J. Webb coffee	2x300	5¢ off on 1 lb. can.

Babbitt Offers Free Rides for Coupons in Milwaukee

B. T. Babbitt Co. will extend its offer of free rides on public transportation to Milwaukee within 30 days, or as soon as the market can be stocked with Babbitt products carrying coupons.

Four coupons will be accepted as a full fare and two for a child's fare on any bus. Babbitt will redeem them at the full cash fare. Cities in which the plan is now in use are New York, Philadelphia, Boston, Detroit and Cincinnati.

Saber Opens Workshop

Bernie Saber, creator of advertising jingles and a former musical director of Kling Films, has opened his own workshop, Bernie Saber Musical Productions, to produce musical commercials for radio and television. Offices are at 75 E. Wacker Dr., Chicago.

Federal Industries to Advent

Federal Industries Inc., division of Textron Inc., Belleville, N.J., maker of vinyl plastic fabrics, has named Advent Associates, Elizabeth, N.J., to handle its advertising and promotion. Previous agency is Iverson & Ford, New York .

Admen:

Do you feel persecuted, unloved, misunderstood? Are you tired of being the scoundrel in best-selling novels?

Rush right out to your bookstore.

Today's the day for

THE HUCKSTER'S REVENGE

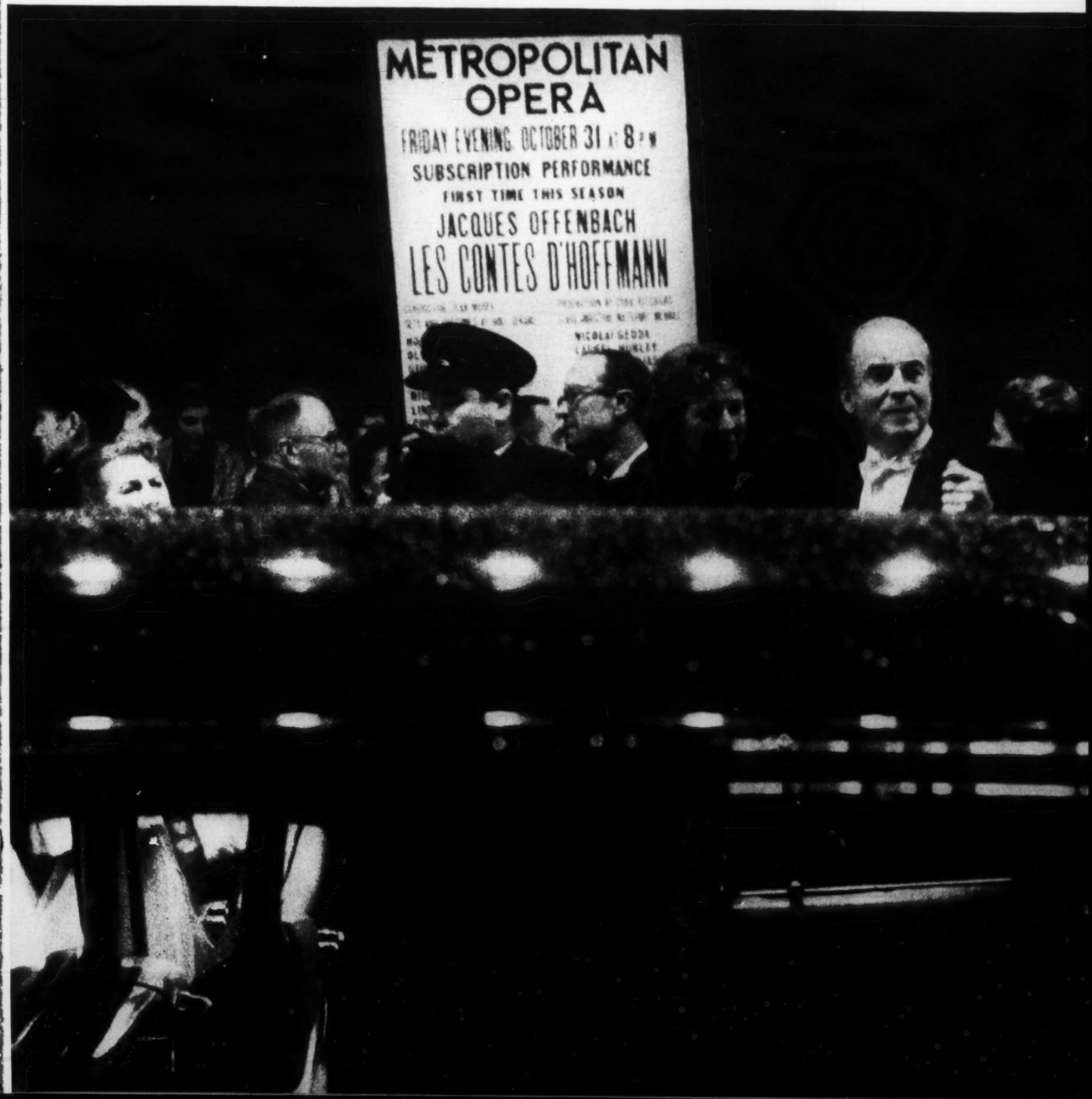
By FRED MANCHEE. Illustrated by *Alphonse Normandia*

THOMAS NELSON & SONS $3.95

SMALL runs are best when printed in Screen Process. No sacrifice in color or quality, detail or design. The cost is low.

Put Punch in Point-of-Purchase

New York is a night at the opera.
New York is an evening at home. New York
is 5 million families growing, wanting,
needing, buying. New York is
The New York Times. New Yorkers live by it.
It serves them with the most news. It
sells them with the most advertising.



TV Talent Runs Faster Just to Hold Place on Air

(*Continued from Page 3*)

with NBC for another year. As of March 15 he will get a jump on the CBS competition by starting his variety stanza at 7:30 p.m., EST—a half an hour before Ed Sullivan goes on. Effective with that date, RCA will assume sponsorship of Mr. Allen's telecast on alternate weeks; this show has been suffering from sponsor anemia of late, with a good deal of unsold time and many of its advertisers coming in on a short-term basis. Greyhound leaves in March.

Mr. Allen's time period on the fall schedule has not been selected yet; that decision depends on how he does in the earlier time period, where he starts even with ABC's "Maverick."

Mr. Paar, who has been doing very well as a late night attraction, is expected to get a prime time period on the 1959-'60 schedule.

When a time shift on ABC didn't perk up the Patti Page show, Oldsmobile decided to drop the singer in March. Coming in for the auto maker March 19 will be a new Talent Associates package, starring Bill Hayes and Florence Henderson. This music-and-drama telecast will be aired Thursdays at 8:30 p.m., EST, in the NBC period being vacated by Pharmaceuticals, which has bounced "It Could Be You." This is a jinx period for the drug maker, which has tried "Twenty-One," "Concentration" and "It Could Be You" in that half hour in the past four months.

■ Colgate has notified George Burns that his program will be dropped as of mid April. This was Mr. Burns' first year in tv without his now-retired wife and partner, Gracie Allen. All season he has been searching for a lively Gracie-less format—and without too much success, according to the critics.

Even Westerns lose their sponsors now and then. One such, "The Californians," has been dropped by Lipton and Singer, but NBC will move the series into Mr. Burns' old time spot. A David Niven dramatic show will take over for "The Californians" on Tuesday nights, and Singer will stay in the period as an alternate sponsor. The other alternate—Lipton—moves to ABC to join Philip Morris as co-sponsor of the returning "Tombstone Territory" starting March 13 at 9 p.m.

Departing this period is "Man with a Camera," which had been backed by General Electric. ABC has signed Alberto-Culver as alternate sponsor of "Meet McGraw," starting Feb. 1. Hudson Pulp & Paper Co. is carrying an alternate-week half-hour of the Disney show on 15 to 20 eastern stations. This dovetails with the Hills Bros. coffee contract, which covers the rest of the network.

■ Facing the shadow of a cancelation notice from American Tobacco Co. is CBS's "Hit Parade," which is not expected to last past its 26-week contract. Gale Storm loses her longtime co-sponsor, Nestle Co., as of mid-March. William Templeton, radio-tv vp at Bryan Houston Inc., said Nestle had been extremely happy with this show, but had decided that now was the time to reallocate the budget to concentrate on daytime tv. An Operation Daybreak sponsor on ABC, the company will add to its network schedule and may increase its spot activity.

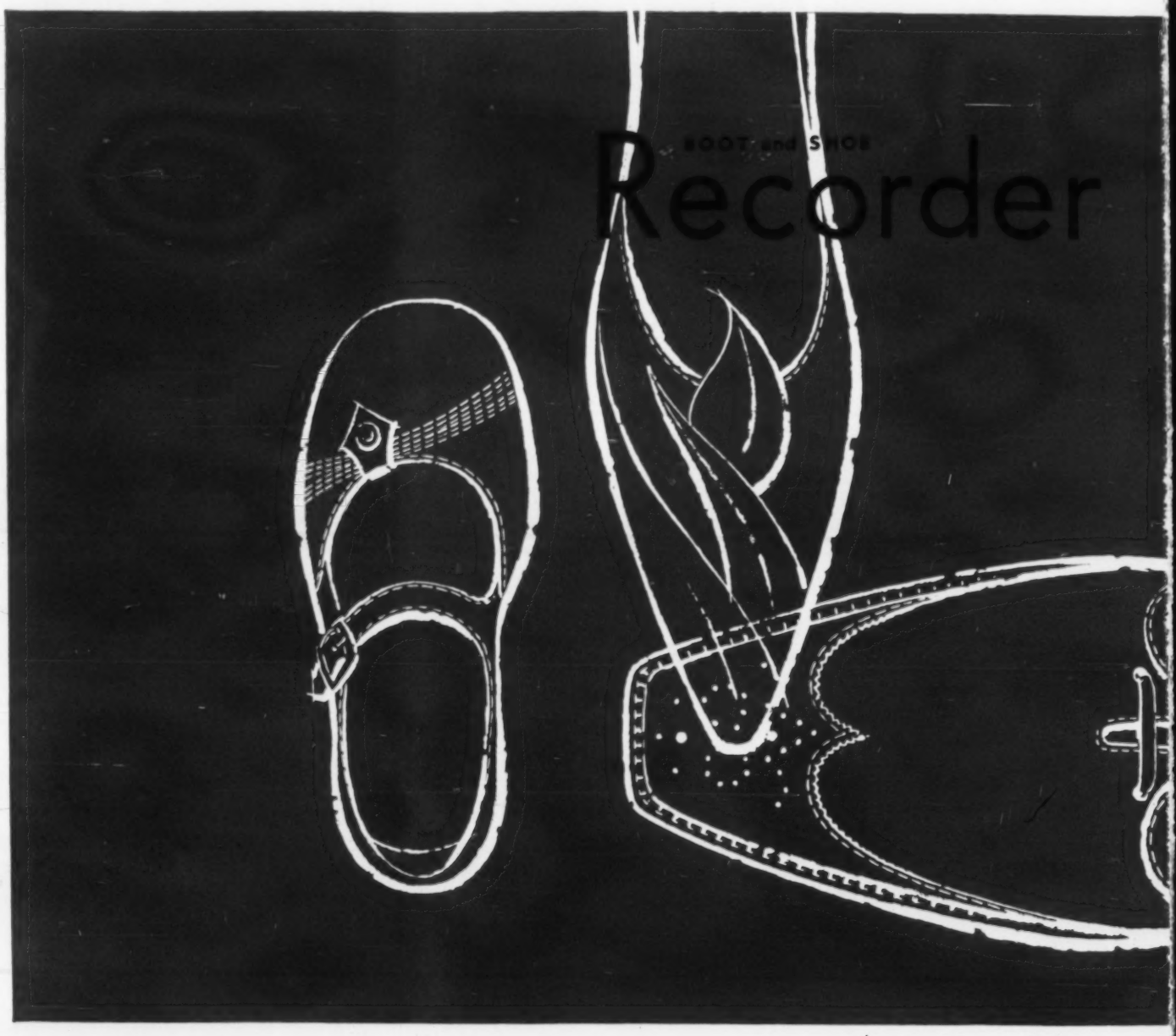
Canceled by Lorillard, "Keep Talking" (CBS) will move to a new time period under the sponsorship of Mutual of Omaha Insurance Co., starting Feb. 11. The most inportant remaining live drama, "Playhouse 90," has been limping along half-sold for some time. However, CBS denied that this much-lauded show would be dropped, though a network executive said it might be cut to an alternate-week schedule.

■ All three of the networks have a great many availabilities for advertisers to choose from if they are in a nighttime tv shopping mood. There are some fully sustaining shows and a raft of alternate-week openings on the network.

The most hopeful sign of business and program activity at the moment is in the specials department. Coming soon on ABC are Bing Crosby for Oldsmobile, Edsel's Ringling Bros. and Barnum & Bailey special from Charlotte, and Art Carney for Minnesota Mining & Mfg. Co.

The springtime schedule of specs at CBS includes "Meet Me in St. Louis" for Philco and Westclox, two Jack Benny programs for Greyhound and Benrus, a Gene Kelly show for Pontiac, another Benny Goodman superduper for Texaco, and a music-and-drama combination for Coca-Cola. Set for next season is a biography series backed by Equitable Life Assurance Society.

Among those coming up on NBC are "Meet Mr. Lincoln," appropriately sponsored by the Lincoln National Life Insurance Co.; a Frances Langford variety show for Rexall; "Some of Manie's Friends," backed by Liggett & Myers; a Sid Caesar-Art Carney starrer for Rexall; a Phil Harris



Gives readers accurate, up-to-the-minute news of the industry, merchandising developments and fashion trends—presented by a full-time staff of writers and reporters, plus more than 100 correspondents in every important retail center in the country.

Gives advertisers a faithful audience of more than 22,000 readers which includes the buyers, merchandising managers, and other executives in leading independent retail shoe stores, chain stores, department stores, and manufacturing organizations—the people who decide and buy.

Boot and Shoe Recorder is published by Chilton, one of the most diversified publishers of trade and industrial magazines in the country—a company with the experience and resources to make each of 17 publications outstanding in its field.

In keeping with Chilton policy, the staff of Boot and Shoe Recorder devotes full time to the publication, with the dual aim of editorial excellence and highly selective circulation. The result is a magazine *designed to sell* the shoe industry.

colorcast for Timex and Edsel; a Fred Astaire repeat for Chrysler Corp. and the Emmy Awards ceremonies, aired by P&G and Benrus. #

Marquis-Who's Who Names New Board of Directors

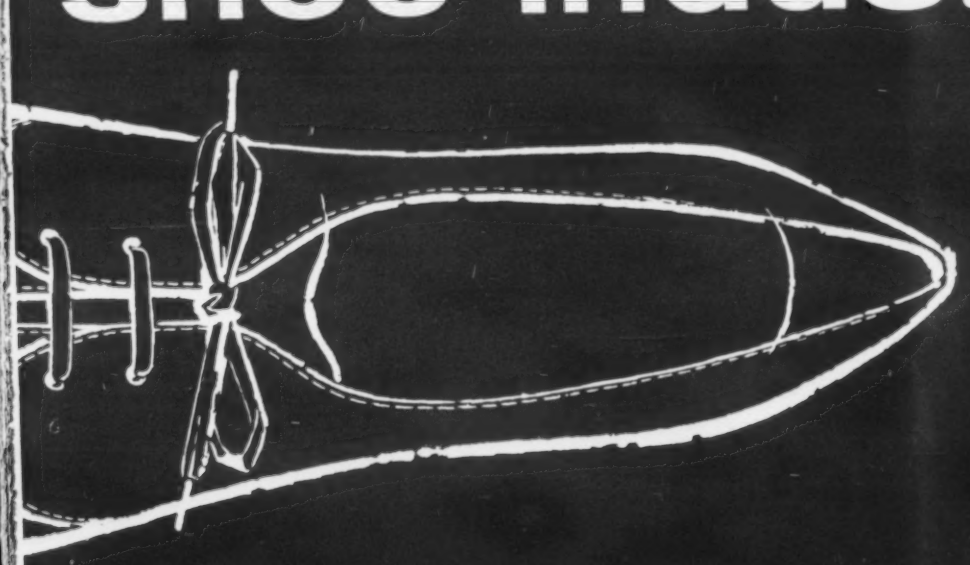
Jackson Martindell, chairman of the American Institute of Management, New York, has announced a new corporate set-up of Marquis-Who's Who Inc., Chicago, publisher of "Who's Who in America" since 1899. Mr. Martindell's right to exercise his option to purchase control of Marquis-Who's Who Inc. recently was upheld by the Illinois supreme court (AA, Dec. 22).

The new board of directors will consist of Mr. Martindell, Alfonse Landa, Washington and New York attorney; John S. Lord, Chicago attorney; Lloyd M. McBride, Chicago attorney, and Wheeler Sammons Jr., who will continue as publisher of "Who's Who" and the subsidiary Marquis biographical reference publications. Mr. Martindell said the new ownership of Marquis-Who's Who Inc. will continue present policies. Present personnel will be retained.

Ward Plans New Stores

Montgomery Ward & Co. is planning to build a new full-line department store in Grand Rapids, Mich. The two-story building will be erected in the 40-acre Rogers Plaza shopping center site, four miles south of downtown Grand Rapids. It is scheduled to open in th spring of 1960. Ward's will also build a full-line department store in Tyler, Tex., near the Bergfeld shopping center more than a mile south of downtown Tyler. Nine Ward catalog stores will be opened during February. Locations are Cortez, Colo.; Florissant, Mo.; Boise, Ida.; Puyallup, Wash.; Reedsport, Ore.; Ridgecrest, Cal.; Tonawanda N.Y.; Lakeview, Ore.; St. Helens, Ore.

designed
to sell the
shoe industry



Chilton
COMPANY

Chestnut and 56th Streets • Philadelphia 39, Pennsylvania

PUBLISHER OF: Department Store Economist • The Iron Age • The Spectator • Automotive Industries • Gas Hardware Age • Boot and Shoe Recorder • Butane-Propane News • Electronic Industries • Jewelers' Circular-Keystone Aircraft and Missiles Manufacturing • Optical Journal & Review of Optometry • Distribution Age • Hardware World Motor Age • Commercial Car Journal • Product Design & Development • Business, Technical and Educational Books

John Maynard, 44, Fulton, Morrissey President, Dies

CHICAGO, Feb. 3—John G. Maynard, 44, president of Fulton, Morrissey Co., died suddenly Feb. 1 in his home. Efforts by firemen, who were called by his wife when she found him gasping for breath, failed to revive him.

Police said death may have resulted from an accidental overdose of sleeping pills. An empty bottle was found near his bed. A doctor said he had prescribed the pills for Mr. Maynard because he had complained of migraine headaches.

Born in Canada, Mr. Maynard worked for a small Toronto printing company as a salesman for a short time before joining Canadian Gypsum Co. Ltd., Toronto, as advertising manager. He was 20 at the time.

Two years later, he moved to the parent company, U.S. Gypsum Co., as advertising manager. He worked for U.S. Gypsum for 15 years and was merchandising manager of products promotion when he bought controlling interest in Fulton, Morrissey.

Mr. Maynard joined the agency on Jan. 1, 1951, as president and board chairman. #

Ontario to Drop 'Lord's Day' Newspaper Case

The province of Ontario will probably drop charges against three Toronto newspapers—the *Globe & Mail*, *Star*, and *Telegram*—for violating Canada's "Lord's Day" Act, which prohibits Sunday business except for "works of mercy and necessity" (AA, March 25, '57). The cases have been adjourned pending the outcome of similar charges against the Canadian Broadcasting Commission—which the Supreme Court of Canada has ruled immune (as a Crown agent) from prosecution for Sunday broadcasting.

Similar charges against CKEY, Toronto radio station, will also probably be dropped, according to Ontario Attorney-General Roberts. The attorney-general, who is required to give his consent to prosecutions under the act, said last week, "I'm not going to take action against the newspapers for doing something that the CBC, under this ruling, is allowed to do."

Acushnet Plans Campaign

Its "irascible duffers" will again appear in an ad campaign, according to Acushnet Sales Co., maker of golf balls and golf accessories. The "fussy foursome," which first appeared in 1947, was revived last year and again will be featured in small-space ads in *Golf Digest, Golf World, Golfing, Holiday, National Golfer, Newsweek, The Saturday Evening Post, Social Spectator, Sports Illustrated* and *Time*. This year, *True* has been added to the schedule. The campaign starts in March and continues through the summer. Reach, McClinton & Humphrey, Boston, is the agency.

Sanders Names Silverman, Appoints Molesworth Counsel

Morris Silverman has been appointed supervisor, marketing services, of Sanders Associates, Nashua, N. H., electronics manufacturer. Mr. Silverman formerly was manager of advertising and sales promotion of Barry Controls Inc, Watertown, Mass. Sanders has also appointed Molesworth Associates, New York and Boston, to handle its public relations and provide promotional counsel.

Duffy Appointed VP

Henry J. Duffy, formerly exhibit manager, has been named vp in charge of terminal exhibit advertising by Transportation Displays, New York.

Commerce Dept. Sets Method to Determine Income By Counties

WASHINGTON, Feb. 3—The Department of Commerce has revealed that its market analysts have developed new techniques which enable them for the first time to arrive at personal income estimates for individual counties.

For many years the department has published annual income estimates by state. While these have been used as a basic measurement for many market appraisals, the department has long searched for a refinement which would open the way for estimates keyed to economic rather than geographic relationships.

As an indication of what the new method can achieve, the Office of Business Economics has released a special analysis of shifts in personal income during the past 20 years in the Delaware River area, a $57 billion market involving portions of New York, New Jersey, Delaware and Pennsylvania.

■ As outlined by the department, the statistical methods involve complex extrapolation of state income figures in terms of a limited number of government and privately-published materials which are available on a county basis. Once the county estimates are obtained, they can be grouped to provide information for any geographic or economic area so long as it is composed of whole counties.

In its study of the Delaware River area, the Department of Commerce grouped the 49 counties into eight sub-regions. Between them, the New York City and Philadelphia sub-regions represented an aggregate of $50 billion, which is a seventh of the total income of the country and four-fifths of the area total.

"While the other six sub-regions may appear small in relation to New York and Philadelphia," the report said, "they received more than $8 billion, or about 2½% of the national personal income."

■ Altogether the area's 22,000,000 residents occupied about 1% of the nation's area and had 17% of its income. Its per capita income of $2,600 was one-fourth higher than the national average, marking it "as a large concentrated market of exceptionally high quality," the analysis said.

Among sub-areas, the analysis showed wide variations in income, however, ranging from an average per capita of $3,200 in the Wilmington area to $1,575 in the rural Upper Basin. On this basis, the spread extended from three-fifths above the national average of $2,027 to one-fifth below.

By computing income figures for five different periods—1929, 1940, 1950, 1955 and 1957—the analysts traced the shifting pattern of income as the region went through a vast expansion. In relative terms, its 200% increase in income was below the 300% scored by the nation as a whole, the report showed. But the national average reflected the relative progress of less highly developed regions of the South and West.

Its $38 billion increase in income since 1929 (from $19 billion to $57 billion) reflected a four-fifths increase in purchasing power after allowing for reduced buying power of the dollar, and a one-third increase per capita after taking into consideration the 5,000,000 increase in population.

In economic terms, the department found the percentage of income which stems from investment was cut in half in this region since 1929 while the share stemming from manufacturing earnings has increased by nearly one-third.

"Because of the lessened importance in the Delaware area of what has been a relatively sluggish income source and because of the increased importance of one of the most expansionary income flows," the report said, "it is reasonable to assume that these two sources which currently account for two-fifths of all personal income in the area will operate in the future to reduce the gap that has existed between the rate of income growth in the Delaware area and in the nation."

Figures supplied for each of the sub-regions show the varying income structure of the individual parts of the area, including the New York city sub-region, with its "above average" reliance on distributive and service industries as a source of income. #

JOHN A. BARUCH, *formerly manager of public relations of Warner-Lambert Pharmaceutical Co., has rejoined Ortho Pharmaceutical Corp., Raritan, N. J., as advertising manager, a post which has been vacant for some time. Mr. Baruch was a salesman with the Johnson & Johnson division before joining Warner-Lambert in 1955.*

Cinema-Vue Corp. Plans Expansion Program

Cinema-Vue Corp., New York, has added two new directors and vps as a part of the company's expansion in tv production and distribution. They are Arthur J. Steel, president of Columbia Drive-In Theaters and vp of King Bros. Productions, and Harry Pimstein, formerly vp and general counsel for RKO Radio Pictures. Mr. Steel will be treasurer of Cinema-Vue and Mr. Pimstein, secretary.

Egon Nielsen, movie producer and distributor, has been named to handle foreign sales through Cinema-Vue International, a subsidiary, with offices in Copenhagen. Francis B. Smith, exec vp and general manager of the production-distribution company, will move to Los Angeles to direct the West Coast operations. Cinema-Vue syndicates features, westerns, musicals, and championship wrestling, among other programs.

World Broadcasting Names James Weathers

James Weathers has been advanced from national sales manager to general manager of World Broadcasting System, New York. He succeeds Dick Lawrence, who has been named general sales manager of Economee TV.

At the same time, Robert Monroe, World's southwestern representative, was appointed western division sales manager of the company. Added to the sales force were John S. Murphy, formerly with WROD, Daytona Beach, and Edward L. Davis, previously with WFBR, Baltimore.

Worthington Names McManus

Patrick L. McManus, formerly manager of the San Francisco district office, has been appointed assistant manager of the marketing division and eastern regional sales manager of Worthington Corp., with headquarters at Harrison, N. J. William M. Fine, formerly manager of the Minneapolis office, succeeds Mr. McManus in San Francisco.

Westley Richards British Duelling Pistol, Cap and Ball, .53 caliber, smooth bore

It's Loaded

with buying power...

THE INDIANAPOLIS AREA*

You can't miss when you aim at this rich market. With over *two million* people it ranks with the biggest. And with more spending power per family it leads most. In Indianapolis, for example average annual income per family is $6,865 . . . 15.6% above the national average. Retails sales per family, at $4,620 annually, are 12th among cities of over 600,000.† And with 56.4% coverage of the area The Star and The News lay down a barrage that will blast those sales loose for your products. Write today for complete market data.

† Sales Management, Survey of Buying Power, 1958

*THE 45-COUNTY TRADING AREA THAT'S BIGGER THAN YOU THINK!

Population:	2,117,100
Income:	$3,740,248,000
Retail Sales:	$2,472,792,000
Coverage:	56.4% By The Star and The News

The Indianapolis STAR Morning & Sunday

The Indianapolis NEWS Evening

KELLY-SMITH COMPANY • NATIONAL REPRESENTATIVES

Good Housekeeping said **"STOP"**

at toiletry sections in supermarkets

AND SHOPPERS DID

Associated Food Store, Fresh Meadow Lane, Flushing, L. I.

When 20 leading toiletry merchandisers wanted a promotion to draw food store customers to the Health and Beauty Aid Departments—whom did they turn to? Good Housekeeping!

Based on an editorial from its beauty pages, Good Housekeeping set up the "Surprise Your Man" promotion that moved food customers right into the health and beauty aids section. Moved the goods of over fifty famous products off the shelf fast! And moved the men who tied in to say these enthusiastic and kind words:

"Without exception, every store that had this promotion was enthusiastic...definitely felt it increased sales. I'll go on record by saying that it showed at least a 10% increase."

R. T. ANDERSON
PRESIDENT, QUALITY DRUG SERVICE, INC.
DES MOINES 14, IOWA

"Terrific and a real sales builder. Be sure to count us in on the next one."

E. V. HENDERSON
V.P.—DIRECTOR OF SALES,
INDIANA MERCHANDISE CO., INC.
INDIANAPOLIS 25, INDIANA

"Many favorable comments at the retail level ...certainly helped to increase the number of consumers shopping from these sections."

M. A. YEAGER
V.P.—YEAGER WHOLESALE COMPANY
TULSA 10, OKLAHOMA

Good Housekeeping backed up these and other smart merchandisers with in-store material: free booklets, colorful department signs, posters, shelf strips and Guaranty Seal product markers.

And the promotion was a rousing success! All the facets of this promotion were based on one basic point—the unique climate of confidence Good Housekeeping builds into everything it touches.

This climate of confidence was the right selling spot for these merchandisers and retailers. It could be the spot for you!

Good Housekeeping

A HEARST MAGAZINE

Creates A Climate Of Confidence For Your Advertising

REPLACEMENT OR REFUND OF MONEY
Guaranteed by Good Housekeeping
IF NOT AS ADVERTISED THEREIN

"We need a damn good advertising campaign on advertising. . .We all have a common stake in advertising; I don't see why we couldn't get together on a thing like that."

Manchee Accentuates Positive in Anecdotal Book, 'Huckster's Revenge'

(*Continued from Page* 3)

written by Fred Manchee, retired exec vp and treasurer of BBDO, called "The Huckster's Revenge" (Thomas Nelson & Sons, $3.95).

The informational nuggets include: BBDO people averaged $426 on their expense accounts last year—"not much more than $1 a day"; only 12% of the employes wound up with swindle sheets in excess of $1,000 (the agency roster lists 2,037 people). The average annual salary of BBDOers last year was $6,800; only one in five college men at the agency is Ivy League.

"Revenge" was written, according to Mr. Manchee, because advertising is continually being lampooned by books and movies. He concedes that some criticism is "brought on by ourselves." Some advertising is really in bad taste. Some of it is exaggerated; some of it is overly repetitious. But Mr. Manchee gives the lie to the familiar "glamorous" portrayal of Madison Ave. as a bed-and-booze business. His experiences, spread over 39 years, indicate that advertising practices are 99.44% pure.

■ In an interview yesterday Mr. Manchee said he is no crusader, "but it's time to do something to correct the false image created by the anti-advertising books, movies and television."

"Revenge," he thinks, isn't going to do the job by itself.

"We need a damn good advertising campaign on advertising," he said. "Something that's well done, informative, packed with human interest. We all have a common stake in advertising; I don't see why we couldn't get together on a thing like that." Mr. Manchee indicated that perhaps the Advertising Federation of America might handle the drive.

Advertising's oldtimers, whether or not they're interested in improving the public's image of their business, will enjoy the collection of anecdotes Mr. Manchee has gathered on the late, great Robley Feland, his predecessor as treasurer of BBDO. Examples:

• "Robley Feland was at his best on cutting unnecessary expense. To a new regional office manager who wasn't cooperating in a belt-tightening drive, he wrote: 'When James VI of Scotland became James I of England, he moved from Edinburgh Castle to London. Immediately after crossing the line from Scotland into England he encountered two vagrants by the wayside. He knighted one and had the other hanged, just to show he was really king of England.

" 'This is a much more thorough job than you have been doing to date. You have knighted a lot of people, but you have as yet hung no vagrants'."

• Mr. Feland's decision on loans for employes: "We tell them frankly that we will assist the unfortunate, but we cannot undertake to help fools."

• Mr. Feland's "Law of Opposite Returns: You do something to achieve a certain purpose, and the reverse takes place."

■ Mr. Manchee also recounts the story about Mr. Feland's coming in at 8:40 a.m. for about a week, when George Batten insisted that 8:30 was starting time. Mr. Bat-

PRINTING BUYERS

FACTS—about roll-fed offset printing

- Paper in rolls costs less
- Prints 4 times as fast
- Prints 2 sides in one operation
- Prints and folds on press
- Two colors at single-color prices

CATALOGS—CIRCULARS, etc.

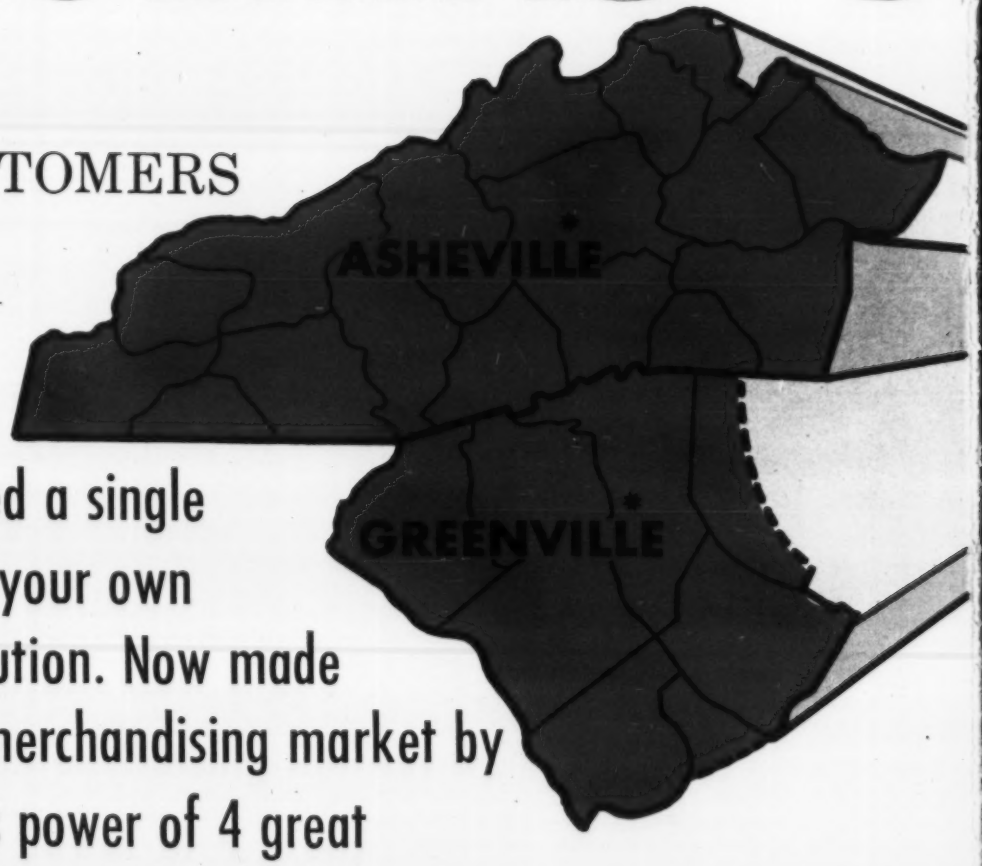
DANNER PRESS, INC.

Akron, Ohio
FRanklin 8-6175

ASHEVILLE, N.C. AND GREENVILLE,

CAROLINAS S

WHERE A MILLION CUSTOMERS SPEND OVER $800,000,000



For years considered a single marketing unit by your own channels of distribution. Now made one advertising—merchandising market by the combined sales power of 4 great newspapers.

THE ASHEVILLE CITIZEN & TIMES
THE GREENVILLE NEWS & PIEDMONT

THE PEACE NEWSPAPERS

SUPERMARKET RATES...ONE ORDER · ONE INVOICE.

NEW COMBINATION RATES SAVE 10%

ten asked him why, and Mr. Feland replied, "We've just moved to Nutley. There is a train that would get me in here around 7:30, and then the next one gets me in about five minutes late." "H-m-mph," snorted Mr. Batten. "Why didn't you move to Chicago and you wouldn't have to come in at all."

■ Mr. Manchee, who hates the word, "retirement," regards himself as "slacking off a bit." His BBDO connection is maintained via an "advisory" capacity—he hates the word "consultant," too. While he thinks he "really picked myself clean in this book," he's already at work on a second, as yet untitled, which will be "a self-improvement" effort.

He regards "Revenge" as not whitewash. "That would not be realistic, because advertising has its soft spots." Mr. Manchee thinks that calling attention to some of the weaknesses may speed the day they'll be cleaned up.

But his book does not dig deeply into any of those weaknesses. Mainly it is a happy excursion into the past of BBDO, Mr. Manchee and many of the agency's top men. As "Revenge" it is mild, well-tempered and laced with humor. Still—perhaps the best way to destroy enemies is to make them friends. #

Cox Buys WSOC Broadcasting

WSOC Broadcasting Co., operator of WSOC-AM-FM-TV, Charlotte, N. C., has been sold to the James M. Cox radio, television and newspaper chain for $5,500,000, subject to approval by the Federal Communications Commission. The station will continue its affiliations with NBC and ABC.

Brown Named Eastern A. M.

Manning D. Brown, New York sales representative of *Super Market Merchandising*, has been named eastern advertising manager. He will continue to handle New York accounts as well as Ohio, Michigan and Indiana.

Western Union Aims to Sweeten Its Coffers with CandyGram Promotion

NEW YORK, Feb. 3—CandyGram Inc. launched its candy-by-wire service (AA, Jan. 26) last week via a $100,000 introductory print campaign. Later in the year, additional money is expected to be budgeted for a broadcast campaign, mainly using spot tv.

Opening ads ran in the *Chicago Tribune, Los Angeles Times, New York Times, Wall Street Journal* and *Washington Post & Times Herald*. On Feb. 8 two-color ads will run in the *New York Times Magazine, Parade*, and *This Week*. Just before Easter, there'll also be a page ad in *Life*.

CandyGram is the new Western Union service that makes it possible to wire a box of candy along with a telegram anywhere in the U. S. Prompt delivery is made possible by storing the boxes of candy in the Western Union offices, in freezers leased from Admiral Corp.

■ CandyGrams are priced at $2.95 for a 1 lb. box, $5 for the 2 lb., plus the cost of the telegram, at regular Western Union rates. Same-day service costs 50¢ more. Candy-Grams can be ordered in person at any Western Union office or by telephone. A large assortment of point of purchase displays have been installed in the Western Union offices.

• Last year Western Union transmitted approximately 7,500,000 "social" telegrams (happy birthday, Merry Christmas, etc.) and combined social-business telegrams representing revenues of almost $194,000,000.

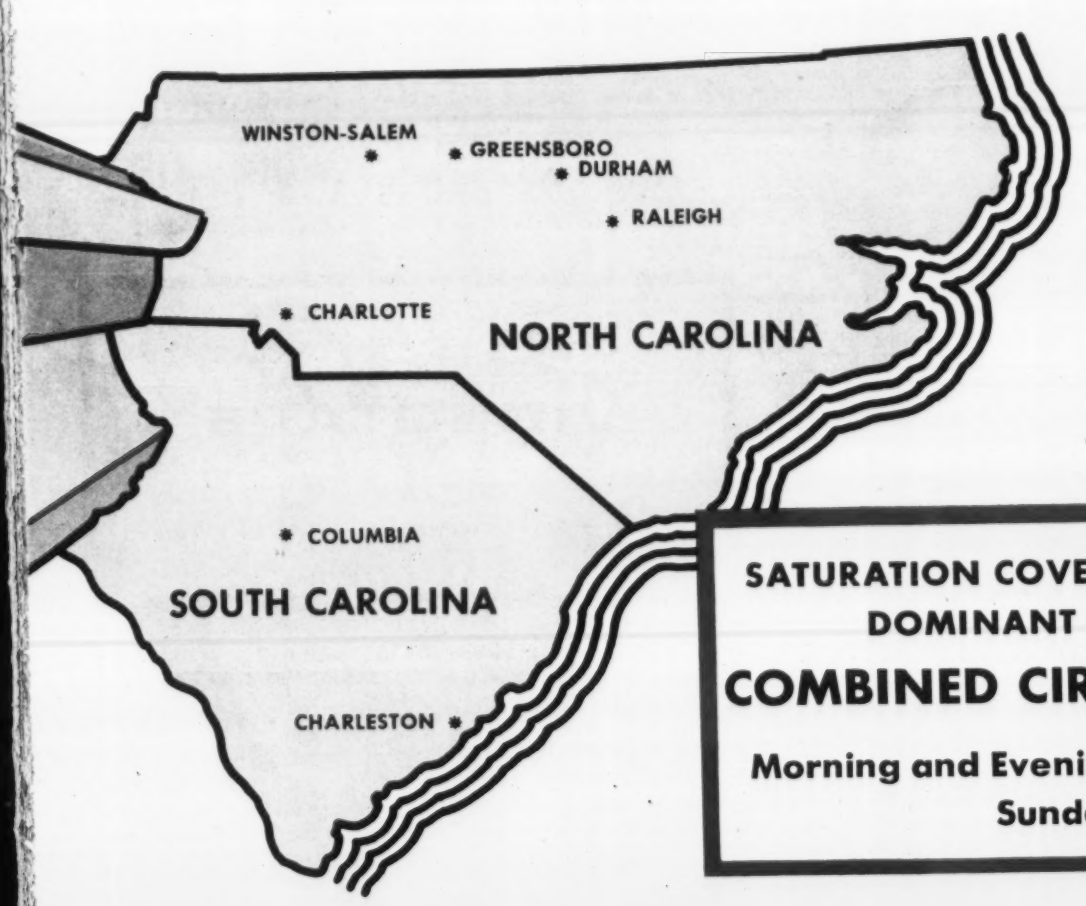
• Florists Telegraph Delivery Assn. sent flowers-by-wire in 1957 for a total of $56,000,000. This involved 7,100,000 orders, at an average of $7.89 each. For 1960, the FTDA has set a sales goal of at least $75,000,000.

FAST—*CandyGram Inc. began promoting its new candy-by-wire service (AA, Jan. 26) with this ad in newspaper supplements Feb. 1.*

■ The CandyGram idea was originated a decade ago by Maurice Sher, head of the Maramor restaurant, Columbus, O. Years passed before the idea was perfected and an exclusive contract signed with Western Union. With the contract in his pocket, Mr. Sher last August went looking for a candy manufacturer to supply the candy. A feature story in the *Wall Street Journal* led him to William H. Rentschler, 33-year-old board chairman of Stevens Candy Kitchens, Chicago. Fifteen minutes after the two met, they shook hands on the deal and notified Western Union that the service would be launched in January. Mr. Sher is board chairman, Mr. Rentschler president.

The agency for the new venture is Reach, McClinton & Co.; it will be serviced by the agency's New York and Chicago offices. Reach, McClinton also handles Stevens Candy Kitchens. #

S.C. JOIN TO OFFER YOU THE
UPERMARKET



SATURATION COVERAGE BY THE DOMINANT MEDIA
COMBINED CIRCULATION

Morning and Evening	162,939
Sunday	136,383

In population (1,011,457), Buying Income ($1,193,762,000.) and Retail Sales ($822,434,000.) and sales of every variety, Asheville—Greenville is by far the leading market of the Carolinas. Served by the same jobbers, distributors and chain headquarters, Asheville and Greenville have long been considered as one market by your distribution channels.

Now, The Asheville (N. C.) Citizen & Times and The Greenville (S. C.) News & Piedmont, under one ownership, have joined forces to help you sell the Carolinas Supermarket. Offered at attractive combination rates, they blanket virtually 100% of the ABC City Zone Families . . . cover in depth the entire combined Retail Trading Area.

Depending on individual requirements, a coordinated Merchandising Service supplies advertisers with total market support.

WRITE, WIRE, PHONE FOR DETAILED INFORMATION . . .
Represented nationally by WARD-GRIFFITH COMPANY, INC.

Has Your Treasurer Told You?

If your company secures large numbers of orders, inquiries, sales prospects, coupons, premium requests or other names—you're sitting on a handsome source of extra revenue.

Our accounts—the leading national magazines, book and record clubs, financial advisory services, credit clubs and mail order firms are constantly seeking new mailing lists. They will pay well for the privilege of renting (not buying) names.

If you have more than 15,000 names investigate the royalty income. Write on your company letterhead stating how your lists were acquired. In return, you will receive by mail, a brochure and specific information. No obligation. No one will call.

Lewis Kleid Company
25 West 45 Street,
New York 36, N.Y.

HOW TO WIN FRIENDS AND INFLUENCE SALES

by
Bert Ferguson
Exec. Vice-President,
WDIA

Webster's dictionary defines power as the "possession of sway or controlling influence over others." This capsule definition describes perfectly the medium that dominates your sales contact with the Negroes in the Memphis market area—Radio Station WDIA!

WDIA AND POWER

How does WDIA exercise a "controlling influence" over the Memphis Negro market? First and foremost, WDIA, only 50,000 watt station in the area, was the first radio station in the region to program exclusively to Negroes. Its all-Negro staff combines powerful personal appeal with high-powered salesmanship.

What's more, by an outstanding program of active civic leadership and public service, WDIA has become *more* than a radio station to its loyal audience. It is an integral and active part of their daily lives. The Negro listener responds with undivided listenership and staunch loyalty—he *first* listens to WDIA, *then* buys!

WDIA AND COVERAGE

Low Negro newspaper and magazine readership means you can't reach the Memphis Negro with these media. Low percentage of set ownership means that television is not an effective advertising vehicle. For tremendous impact, complete coverage, intense loyal support—it takes WDIA, most powerful and far-reaching medium in the market!

And what a market WDIA covers! WDIA reaches 1,237,686 Negroes. That's almost 10% of the Negro population of the entire country—the largest market of its kind in the world! And WDIA literally delivers it to you as a unit!

WDIA AND SALES

So much for motivation and coverage. Is the purchasing power there? Yes indeed, in a big way! The Memphis area's sound, booming economy is based on commerce and industry as well as agriculture. A vital contributing factor to the region's growth, the Negro is steadily elevating his standards of living, his income, his buying power!

Negroes—who comprise over 40% of the Memphis market area—have a startlingly higher comparable income than Negroes in any other area in the country!

Last year Negroes in WDIA'S big listening-buying audience earned $616,294,100, and spent 80% of this income on consumer goods.

Is it any wonder that WDIA consistently carries more national advertisers than any other radio station in Memphis? The list includes such year-round advertisers as!

B. C. HEADACHE REMEDY . . . WONDER BREAD . . . PROCTER & GAMBLE . . . CARNATION MILK . . . CAMEL CIGARETTES . . . BRER RABBIT SYRUP . . . FOLGER'S COFFEE.

We'd like to tell you about proof of performance in your own line. Drop us a line today. Let us show you how WDIA can be a high-powered selling force for you . . . in this big buying market!

TOP RATED BY NIELSEN AND ALL OTHER AUDIENCE SURVEYS!

WDIA IS REPRESENTED NATIONALLY BY JOHN E. PEARSON COMPANY

EGMONT SONDERLING, President
ARCHIE S. GRINALDS, Jr., Sales Manager

Along the Media Path

Farm Journal has published a 464-page "Country Cookbook" for distribution via mail order to *Farm Journal* subscribers; by Doubleday & Co., in book stores, and through the Literary Guild of America. The retail price of the regular edition is $4.95, for a deluxe edition, $5.95.

• In its 60th anniversary issue, due in April, **Today's Secretary** will tell the story of the American secretary from 1899 to the present. The 120-page issue will include articles on the history of shorthand and the typewriter; on improvements in the secretary's surroundings, pay, vacations and privileges; about equipment and responsibilities, plus predictions on the office of the future. Single copies of the special edition will be available for $1.50.

• **Better Homes & Gardens Salad Book** has reached sixth place among non-fiction best sellers in U.S. bookstores, Meredith Publishing Co. reports. More than 156,300 copies were sold between publication last July and Dec. 31, 1958.

THE STORE

by Carol Silverberg

Picking the site for the new branch store.

TOUCH OF HUMOR—*Starting Feb. 2, both Women's Wear Daily and Home Furnishings Daily will carry a new feature, "The Store," which is a "complete departure" for Fairchild newspapers. The feature consists of animal photos with "appropriate" captions.*

• To mark its 75th anniversary, the **Philadelphia Tribune,** a twice-weekly Negro newspaper, plans a Gospel Feast in April and an open-to-the-public birthday party in Convention Hall in November.

• **Playboy** will increase its circulation guarantee from 700,000 to 800,000 effective with the September issue. The b&w page rate will go to $4,600 from $3,850. Color pages will be increased from $5,500 to $6,900. Advertisers in *Playboy's* August issue will not be affected by the increased rates until February under *Playboy's* six-month rate protection plan.

• "Mobile Merchandising" is a new promotion by **KGO**, San Francisco. As part of the promotion, Art Abell, merchandising manager of the station, visits supermarkets on each Thursday and Friday, spins records in a simulated broadcast booth, interviews shoppers and pours free coffee. A quiz offers shoppers a chance to win prizes.

• Daniel Starch & Staff will conduct a special readership study of **Your New Baby.** The study will include all ads of one-third of a page or more appearing in the April issue.

• **WQXR,** New York, tells about its expanded news activity during the New York newspaper strike in an eight-page promotion piece. A total of 4,920 minutes of news was broadcast by WQXR during the strike, the *New York Times* station says. WQXR also reports that business at the station during 1958 was about 6% higher than 1957, making it the largest sales year in the station's 22-year history.

• Among the gimmicks used by **KGW,** Portland, Ore., to boost its new theme—Sound 62, Fourth Dimension Radio—was the street-corner sale of dollar bills for 50¢. Serial numbers from the bills were the basis of an over-the-air sweepstakes for prizes of from $100 to $1,000.

• **Department of New Laurels: Living for Young Homemakers** reports a 29% gain in ad pages for the first quarter of 1959 over the same period last year. The month of March alone, *Living* says, scored an advertising page gain of 23%.

Sales of **American Aviation Publications** totaled $4,953,000 in 1958—an increase of 32.8% over 1957's $3,728,000 figure, the publisher reports. **Missiles & Rockets,** one of the publications, was up 609 pages in 1958 for a 56% gain over 1957.

The March issue of **McCall's,** with an estimated revenue of $1,930,000 and 305 columns of advertising, sets a 9.5% increase in revenue over the March, 1958, issue, according to George H. Allen, general manager of the magazine. *McCall's* also reports that its *Pattern Fashions Magazine* for spring carries a 30% increase in advertising over the same issue of last year.

Golden awards were presented for "leadership in boat advertising linage and the promotion of recreational boating and allied water sports" during 1958 by **Boating News.** Winners of the top seven awards were the *Milwaukee Sentinel* and *New York Times* (100,000 circulation and over); *Fort Lauderdale News* and *Quincy Patriot-Ledger* (30,000 to 100,000); the *Norwalk Hour* (less than 30,000 circulation), and the *Star*, Columbus, O., and *News-Press*, Newport Harbor, Cal. (weeklies and semi-weeklies).

A special **Chicago Daily News** "Home Section" won first prize for the second time in a nationwide contest sponsored by the National Assn. of Home Builders. The award was for a b&w section published Sept. 12 in connection with the association's National Home Week. The *Daily News* won a similar award in 1956.

Ford McBride McCoo

RECIPIENT—*Frank Ford, of WPEN, Philadelphia, receives the Philadelphia Fellowship Commission's award for "outstanding contribution to inter-group and inter-racial understanding" from Harold W. McCoo, awards chairman, while Thomas D. McBride, Pennsylvania supreme court justice, looks on.*

Ellery Queen's Mystery Magazine reports that its total net paid circulation increased 13.1% in the last six months of 1958 over the similar period in 1957. Circulation is now 135,695 a month for the U.S. edition. No increase has been made in the ad rate, which remains at $480 a page.

The net paid circulation of the January **Coronet** hit an alltime January record with more than 3,160,000.

Redbook reports that its March issue closed with 9.6% more display ad linage than the same issue last year.

Catholic Digest reports that ad linage in the March issue is double that of March, 1958. A 50% increase was recorded in the February issue over the same month last year.

The **Television Bureau of Advertising** says that tv's share of total advertising dollars hit an alltime high of 13.7% in 1958. TvB also says that total tv revenue for time, talent and production in 1958 was 8% higher than 1957 with an alltime high total of $1,394,000,000. Of this, network tallied $720,000,000; national spot, $398,000,000, and local tv, $276,000,000.

The **Kiwanis Magazine** reports that advertising net revenue for 1958 was up 27% over the 1957 ad net revenue.

The February issue of **Scientific American** carries 91.3 pages of advertising—a gain of 18.6 pages, or 25.7%, over the same month in 1958.

LIVING IS WORTH LIFE
See Page 76

VIDEOTAPE™*

Dynamic new dimension in TV advertising

PROFESSIONAL AMPEX CORPORATION PRODUCTS DIVISION

*TM AMPEX CORP. REDWOOD CITY, CALIFORNIA

If you want to sell more **toiletries,** go where every page is full of ideas that sell: Better Homes and Gardens, the family *idea* magazine. BH&G's idea-hungry readers are spenders, too. In a recent study, more readers of Better Homes and Gardens than of any one of the major women's magazines had bought deodorants, face creams and powders, hand lotions, headache remedies, home permanents, lipsticks, razor blades, shaving preparations, shampoo and tooth pastes in the past 2 weeks!*

*Look-Politz Study, 1958

During the year ⅓ of America reads **BH&G** . . . the family idea magazine

it could happen only in Miami!

Among the nation's top 10 newspapers with the most advertising, only The Miami Herald showed a gain in 1958 over 1957.

Where thousands of new families each year are discovering the magic of Miami living, new businesses are finding fertile fields for expansion . . . and sales have defied the national recession to reach new high marks.

In this exciting climate of growth and expansion, The Miami Herald is the favorite reading and buying guide.

Unmatched business growth . . . unparalleled climate . . . unchallenged acceptance . . . that is why every year The Herald sets new advertising records.

THE BOX SCORE FOR 1958 . . . IN TOTAL ADVERTISING AMONG AMERICA'S TOP 10 NEWSPAPERS

		1958 Total Advertising Lines	Advertising Lines Gain or Loss in '58
1	LOS ANGELES TIMES	65,378,199	Loss 1,663,894
2	The Miami Herald	56,037,633	**GAIN 574,903**
3	MILWAUKEE JOURNAL	50,974,383	Loss 4,440,772
4	NEW YORK TIMES	50,655,463	Loss 1,679,050
5	CHICAGO TRIBUNE	50,080,535	Loss 1,909,228
6	CLEVELAND PLAIN DEALER	43,928,270	Loss 3,529,353
7	WASHINGTON STAR	41,798,927	Loss 1,347,540
8	NEW ORLEANS TIMES-PICAYUNE	41,191,750	Loss 748,250
9	HOUSTON CHRONICLE	40,473,646	Loss 2,236,620
10	BALTIMORE SUN	39,956,386	Loss 3,402,145

Make your bid for more business, sales and profits in Florida's Gold Coast expanding economy. Use the unquestionable selling power of *THE TOTAL SELLING MEDIUM IN SOUTH FLORIDA* . . . . . .

The Miami Herald
One of America's Great Newspapers

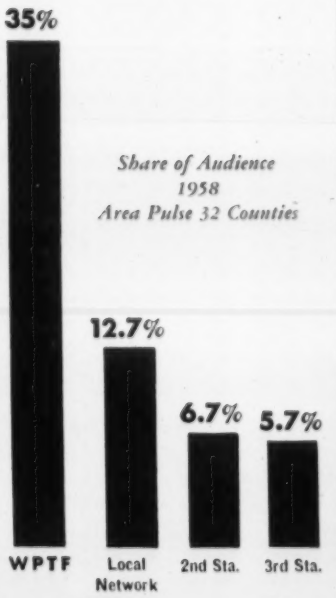
Nationally represented by Story, Brooks & Finley, Inc.

Way Out Front!

WPTF is way out front with listeners both at home (Metropolitan Raleigh) and throughout its 32-County Area Pulse. 70 out of 72 quarter hours at home . . . and every single quarter hour throughout the area! And here's the share of audience story:

Metropolitan Raleigh (Wake County)

WPTF	31.4%
"B"	24
"C"	16.7
"D"	9
"E"	5.3
All Others . .	8



Share of Audience 1958 Area Pulse 32 Counties

WPTF
50,000 WATTS 680 KC
NBC Affiliate for Raleigh-Durham and Eastern North Carolina
R. H. Mason, General Manager
Gus Youngstead, Sales Manager
PETERS, GRIFFIN, WOODWARD, INC.
National Representatives

'Modern Bride' Adds Reader, Market Data to Its New Rate Card

NEW YORK, Feb. 3—A new rate card combining the usual magazine rate, circulation and mechanical data with readership and market figures has been issued by *Modern Bride*.

Total market figures and average amounts spent annually by bridal readers are furnished by a slide rule device inserted in a card holder, on which *Modern Bride's* rates and other data are printed.

The rate card, No. 16, was effective in January and offers advertisers and agencies bridal market data on 18 classifications, including glassware, furniture, small appliances and other home furnishings.

Modern Bride recently went from a quarterly to a six-time annual publishing schedule. New rates are based on $2,500 per b&w page, with an annual net paid circulation of 750,000. #

1958-59 Edition of 'Poster Annual' Issued by Hastings

The 1958-59 edition of "International Poster Annual" has been issued by Hastings House, New York. Published in Switzerland by Arthur Niggli Ltd., the volume sells for $12. This is the eighth edition of the annual. It has reproductions of some 500 posters from all over the world. In a foreword, the editor, Arthur Niggli, says:

"In this age of television and radio advertisements, newspapers brimming with advertisements, and prospectus by every post, the poster 'crying its message' from walls and hoardings [poster sites] has held its own. Indeed it would seem as if poster advertising were entering upon a renaissance, for never have so many posters been produced as today."

Mrs. Vera Deahl Heads Adclub of North Jersey

Mrs. Vera Deahl, divisional manager of Popular Merchandise, direct mail house, has been elected the first woman president of the Advertising & Sales Club of North Jersey.

Vera Deahl

Other new officers are Joseph Croal, Parks Photo Engraving, vp; Don Zacune, Facile Corp., vp, and Sue Freedman, secretary-treasurer.

"We know humor seldom sells perfumes and cosmetics . . ."

Fashion Appeal Can Sell Anything, Even Hard Goods, Says Ad Exec Muriel Johnstone

NEW YORK, Feb. 3—"Fashion can sell any product—and every industry needs authoritative fashion advice."

That's the selling philosophy Muriel Johnstone started out with 16 years ago—and she finds it is still as true today as then. The only difference is that now most everyone agrees with her.

Now head of her own agency, Johnstone Inc., and long considered a "fashion expert," she has watched advertising and promotion gradually come around to her belief that an ad must stop the man and sell the woman. "Everything that used to be sold to men is now slowly being geared to women," she points out.

■ Another of Mrs. Johnstone's sales theories: She believes "implacably" in the direct approach to sales. "No hide and seek, no motivated doubletalk."

"We don't go along with gimmicks," she states flatly. "A good ad must be credible, combining good taste with hard sell, projecting beauty on a page so that a woman can readily identify with it. No freaky poses or faces—nothing that will make her look and say 'Oh Gawd!' Instead we try for something beautiful and feminine that will make the reader think she can look like that—even if she's size 42."

Humor must be used with great discretion, she believes. "We know, for example, it seldom sells perfumes and cosmetics."

Another selling maxim: "The lady wants to be shown," Mrs. Johnstone maintains. "You can tease, woo and double-talk her, but she still insists on tasting, scenting, fingering and testing what you want her to buy."

She also warns her clients to "choose your rut carefully. Each client has a mood and look that must be maintained. Whether the bulls and the bears are dressed in *la vie en rose* or black crepe, you should never trifle with the continuity of your ad schedule."

■ Mrs. Johnstone has been observing the selling power of fashion ever since she started the custom riding shop for Saks Fifth Avenue in the 1930s. Next she set up the store's ski shop—at the time when skiing was first becoming popular in the U.S.—and initiated such then-unheard-of projects as the weekend ski train, an in-store ski slide with professional instructors, a ski repair shop, weather reports, and even night skiing classes for business men.

At that time there were no after-ski clothes to sell, so "out of necessity" she designed some. From there she went into designing on her own, under the company name Europa House.

■ After three years of clothes designing, she set up her own fashion promotion company, working with agencies to help them "keep up-to-date with fashion in advertising." Among the fashion promotions she arranged were tie-ins with Philip Morris (cigaret-slim fashions during the war), the American Express, Bahamas Government, and Union Pacific Railroad.

She was "dropped into the advertising business" one day in 1942 when I. Magnin took her to lunch at the Colony and announced he was giving her the account for the Magnin stores.

The account is still hers, along with other 16-year veterans, J. L. Hudson stores, Hattie Carnegie, David Crystal, Campana Sales and the Montaldo Stores.

■ In 1947, Mrs. Johnstone became a partner in Morey, Humm & Johnstone, heading up their fashion division. Three years ago, she set up her own agency. Her clients now number 26 and they run the entire fashion gamut—fabric mills, manufacturers of men's, women's and children's apparel, and retail stores in budget, moderate and high price ranges.

"We know what happens in fashion from beginning to end, and we'd never want to give up this cross-section of accounts," she says. But now that the agency is firmly established and a staff assembled (half are men, all have had retail and wholesale experience), she feels ready to branch out into the periphery of hard goods.

■ Not only is she interested in hard goods accounts, but also in returning to the type of tie-in campaigns she did as a fashion promotion company. "We're available for 'basket parties'," she says, "working with outside clients and other agencies to handle campaigns where fashion can be an important segment."

On being a woman executive in the advertising business, Mrs. Johnstone says "it's like being a woman doctor—you have to be twice as good as a man." And because she is a woman, she makes a point of two things. She's always on time for appointments, because "men seem to expect a woman to arrive late, all breathless and flustered." She also takes a fierce pride in the fact that "our production bills are always very low and never questioned—because some people think working with a woman is an extravagant way to do business." #

Grant-Jacoby Realigns Exec Staff as Jacoby Retires

Grant-Jacoby Studios, Chicago specialist in creative and merchandising services, has promoted several executives and realigned management responsibilities, "based on plans for expansion." At the same time, Carl Jacoby, for 15 years co-owner with Walter O. Grant, has disposed of his interest and will retire March 1. He will continue as a director and consultant.

Robert L. Fox, formerly vp in charge of sales, becomes 1st vp and assistant treasurer. Robert E. McCullagh, with the company eight years, succeeds him as vp in charge of sales. Other appointments are Warren E. Grant, secretary; David J. Grant, assistant vp, director of production and assistant secretary, and William D. Stacy, assistant vp and executive art director.

Kistenmacher Named Promotion Chief of 'St. Pete Independent'

C. F. (Charlie) Kistenmacher, real estate advertising representative of the *St. Petersburg Independent*, has been named promotion director of the newspaper. Before moving to Florida in 1955, Mr. Kistenmacher was promotion and public relations director of the *St. Louis Globe-Democrat*.

LIVING IN A GREAT BIG WAY
See Page 76

First!
• in Retail Display!
• in Total Display!
• in Circulation!

Haverhill's FIRST Newspaper!

THE HAVERHILL JOURNAL
Haverhill, Massachusetts
Represented by
Shannon & Associates, Inc.
Chicago, New York, Cleveland, Detroit, Atlanta, San Francisco, Hollywood

• Sources: October Media Records & Publishers Audit

VIDEOTAPE™
Dynamic new dimension in TV advertising
PROFESSIONAL AMPEX CORPORATION PRODUCTS DIVISION
*TM AMPEX CORP. REDWOOD CITY, CALIFORNIA

How Advertising Sells Resistors

RESISTORS AND ELECTRONICS. Manufactured by the millions of units, hundreds of basic types, sales in excess of $180,000,000.00 Applications: almost universal, with largest current markets in computers, radio, TV, guided missiles.

WHO BUYS RESISTORS? The electronic design engineer calls out resistors (like all electronic components) by brand name. He checks known resistor behavior against required operating conditions; tests, analyzes performance in circuits, considers size, mechanical, and production aspects. These resistors are then purchased in volume to meet mass production schedules.

READERS OF ELECTRONIC DESIGN. 30,000 by June 1959. All engaged in design, development, or research. No marginals, 100% design. ED keeps them informed . . . all the new products . . . latest design techniques . . . material they can use today in today's work.

SUCCESSFUL RESISTOR CAMPAIGNS. One example from the files: Dale Products, Inc.'s Resistor ad in January produced 101 inquiries. Of returns to questionnaire, 53% said they had a current application in mind. 51% said that as a result of the inquiry they had done, or intended to do, business with Dale Products, Inc.

SELL IN ELECTRONIC DESIGN. Results like these cause ED advertisers to plan for and expect SALES for each of their individual product campaigns. *Electronic Design* produces more resistor inquiries, more inquiries for every type of electronic component, than any other publication. This magazine is the strongest sales force in the electronic original equipment market!

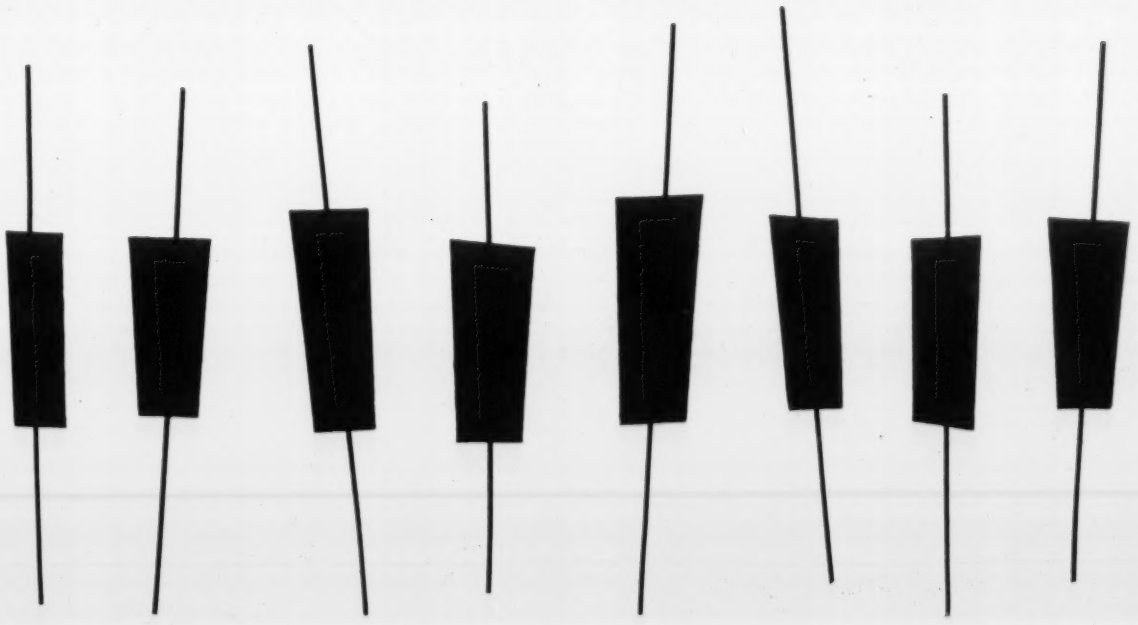
COSTS LESS THAN 3¢ PER CALL to make 26 controlled, timed sales calls (full page) on your prime engineering customers and prospects. Keep up the continuity of your selling pressure . . . use both cycles, every-other-week. *Electronic Design* offers an immediate source of sales in return for your advertising dollar.

SEND FOR PROOF. Call or write Adv. Dept., *Electronic Design*, 830 Third Ave., New York 22, N.Y., PLaza 1-5530 for special portfolio of resistor research, inquiry, and sales data. Your Electronics Advertising will be *Read* in *Electronic Design*.

ELECTRONIC DESIGN

RESISTOR MANUFACTURERS AGREE . . . Here is a partial list of *Electronic Design*'s resistor advertisers:

Ace Electronics Associates, Inc.
Allen-Bradley Co.
Borg Equipment Div., George W. Borg Corp.
Bourns Laboratories, Inc.
Cambridge Thermionic Corp.
Centralab, Div. of Globe-Union, Inc.
Chicago Telephone Supply Corp.
Cinema Engineering Div., Aerovox Corp.
Clarostat Mfg. Co., Inc.
Continental Carbon, Div. of Wirt Co.
Dale Products, Inc.
Daven Co.
Daystrom-Pacific, Div. of Daystrom, Inc.
Eastern Precision Resistor Corp.
Erie Resistor Corp.
General Radio Co.
Helipot Corp., Div. Beckman Instruments, Inc.
International Resistance Co.
Kelvin Electric Co.
Leeds & Northrup Co.
Mepco, Inc.
Mepco, Inc.
Ohmite Mfg. Co.
P. R. Mallory & Co., Inc.
Resistance Products Co.
Sage Electronics Corp.
Shallcross Mfg. Co.
Sprague Electric Co.
Stackpole Carbon Co.
Technology Instrument Corp.
Texas Instruments, Inc.
Ward Leonard Electric Co.
Waters Mfg. Inc.



This is Sam Houston

This is the statue of Sam Houston, first president of the Republic of Texas, standing guard in Houston's beautiful Hermann Park.

This landmark is a favorite of Houstonians; another of their "favorites" is Houston's **evening** newspaper . . . The Houston Chronicle!

The Chronicle is read by more Houstonians than any other newspaper! In total city circulation The Chronicle leads Houston's morning newspaper by 11,693 daily; 61,142 more than Houston's other evening newspaper daily. and on Sunday, 24,903 more than Houston's other Sunday newspaper!

SOURCE: Based on a comparison of publishers' statements as issued by the Audit Bureau of Circulations for the period ending September 30, 1958.

THE HOUSTON CHRONICLE

Read by More Houstonians
Than Any Other Newspaper!

THE BRANHAM COMPANY—*National Representatives*

Vincent Astor, 67, Financier, Owner of 'Newsweek,' Dies

NEW YORK, Feb. 4—Vincent Astor, 67, millionaire real estate owner, board chairman and principal stockholder of *Newsweek*, and head of the American branch of the famous Astor family, died yesterday of a heart attack in his home here.

Mr. Astor was a strong supporter of the New Deal policies of President Franklin D. Roosevelt in the early 1930s, but later his enthusiasm cooled. When Raymond Moley, one of the leading "braintrusters" of the first Roosevelt administration had a falling out with the President and resigned from government service in 1933, Mr. Astor not only supported Mr. Moley, but founded a weekly publication called *Today* as an outlet for Mr. Moley's economic and sociological theories.

In 1937, *Today* was merged with *Newsweek*, which also had been founded in 1933, by T. J. C. Martyn. Mr. Astor bought control of that publication and was its board chairman and principal stockholder until his death. *People Today*, a fortnightly, was brought out by Newsweek Inc. in 1950, and was sold the following year to Hillman Periodicals, which suspended its publication in 1958.

■ Mr. Astor was born in New York, a scion of the fabulously wealthy Astor family, and attended Harvard College. Following the death of his father, Col. John Jacob Astor, in the sinking of the Titanic in 1912, Vincent Astor inherited the family fortune, then estimated at $87,200,000, most of it invested in Manhattan real estate. He also inherited the family ability to make money. A survey by *Fortune* in 1957 placed Mr. Astor's worth at between $100,000,000 and $200,000,000.

He managed his own real estate holdings, served as a staff officer in the Navy during both world wars and was active in the business world. He had been at various times a large stockholder and director of Western Union Telegraph Co., Chase National Bank, Great Northern Railway Co., United States Lines and other corporations. He maintained his office in the Newsweek Bldg., 152 W. 42nd St.

HEWITT PEPLER

TORONTO, Feb. 3—Hewitt W. E. Pepler, 61, a vp of F. H. Hayhurst Co., died Jan. 27.

During World War II he was a lieutenant colonel in command of the 32nd Regiment (Reserve), Royal Canadian Artillery.

A native of Barrie, Mr. Pepler attended Upper Canada College here and Royal Military College, Kingston. He served in France in World War I as a lieutenant in the third Canadian division.

Mr. Pepler had been with the Hayhurst agency since 1937.

GORDON SLOAN

TORONTO, Feb. 3 —Gordon H. Sloan, 62, account executive with Baker Advertising Agency, died at his home Jan. 24, following a long illness. He had been with the agency since 1944 and previously had been sales vp of Colgate Palmolive Peet Co. Ltd.

Howard Adds White & Wyckoff

White & Wyckoff Mfg. Co., New York, maker of stationery and greeting cards, has appointed E. T. Howard Co., New York, to handle its first year-'round consumer advertising campaign. The company is also sole distributor of Masslinn napkins and towels, manufactured by Chicopee Mills. The previous agency of record is Samuel Croot Co.

NEW MEDIA STUDY ANSWERS 6 VITAL QUESTIONS ABOUT READER *ACTION!*

WHICH MAGAZINES–

1. Are most talked about by their readers?
2. Are most used for editorial and advertising reference?
3. Have more venturesome audiences, willing to try new ideas?
4. Are most often clipped for their editorial and advertising matter?
5. Are most successful in pulling mail response and coupon returns?
6. Provoke greatest buying action?

These are questions you have asked yourself many times. Now you can have the answers by getting Volume III of the new Sindlinger Report, "A Definitive Audience Study of General and Specialized Magazines." This thoroughgoing analysis makes important comparisons previously side-stepped by giant mass media. It uncovers the "hidden difference" between magazines... gives advertising and marketing executives their first valid appraisal of RELATIVE BUYING ACTION among the audiences of Life, The Saturday Evening Post, Reader's Digest, Popular Mechanics, Better Homes and Gardens, and Popular Science.

With this volume in hand, you can now accurately measure the influence of each magazine on the attention, conviction and purchase patterns of its readers. You will have a dependable yardstick with which to measure the buying action prompted by a particular magazine in a particular product field. You will be better able to evaluate high-cost, high-waste media vs. audience-selective specialized media.

Power of Specialized Media

This new Sindlinger data answers all the questions above, offering the most conclusive evidence to date of the effectiveness of advertising in specialized media. The scientifically controlled study demonstrates statistically the influence of specialized magazines, in the transfer from editorial to advertising pages, on potential product purchasers. It shows that a specialized magazine is more often used as a shopping-buying guide . . . that its effective selling life is longer because readers refer to it again and again.

Based on almost 150,000 telephone and personal interviews, the Sindlinger Study points to specialized magazines as the most direct route to the attentive reading and buying interest of a vast number of the nation's consumers. The evidence is so overwhelming that sweeping changes may well be expected in future selection of consumer media. No advertiser or agency can properly make more of 1959's important marketing decisions without this basic information.

POPULAR SCIENCE *Monthly*

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FIRST-TO-BUY AUDIENCE

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Who's

EVERYBODY!

If it's *people*...it's New Yorker

If it's *girls*...it's Seventeen

If it's *boys*...it's Boys' Life

If it's *women*...it's Good Housekeeping

If it's *men*...it's Esquire

If it's *management men*...it's Guess Who?

on first ?

BUSINESS WEEK was *first* again last year in total advertising pages among all general-business and news magazines (in color at right).

But Business Week was *not* first again, alas, in total ad pages among *all magazines* measured by PIB. The New Yorker was first. Well, if it couldn't be us, it couldn't happen to nicer people.

What happened to BW, after holding down "that position" for seven straight years? Something called "the business recession" . . . that's what happened. And it happened to everybody in our field — and to some of our biggest and best customers, too. And that's that.

For us, for a lot of folks, 1958 was a "file-and-forget" year. Ah, but *this year* . . .

Our blood is up. So is BW's Index of Business Activity. And our batting average is beginning to show it. Watch out! To everybody else in the PIB league, lots more pages in '59. To ourselves, at least one page more than that.

Batter up!

YOU ADVERTISE IN BUSINESS WEEK WHEN

YOU WANT TO INFLUENCE MANAGEMENT MEN

OFFICIAL SCORE CARD

(without which you cannot tell the players)

TOTAL PAGES OF ADVERTISING — 1958

1. The New Yorker	4,516
2. BUSINESS WEEK	4,338
3. Life	3,412
4. The Saturday Evening Post	2,892
5. Time	2,778
6. Newsweek	2,745
7. U.S. News & World Report	2,473
8. Fortune	1,835
9. Vogue	1,628
10. Look	1,415

Source: Publishers Information Bureau

PHOTOGRAPHIC REVIEW OF THE WEEK

Thorn Langlie Park Larsen

PUBLISHING MIX—*At the press luncheon introducing Duncan Hines Deluxe cake mixes to the metropolitan New York area, among the assembled were Charles S. Thorn, publisher of Redbook; Arthur B. Langlie, president of McCall Corp.; Roy H. Park, executive editor of the Duncan Hines travel guides, and Roy E. Larsen, president, Time Inc.*

INDESCRIBABLE—*The Olive Advisory Board attributes Mona Lisa's smile to the missing bite in this b&w page in March issues of Better Homes & Gardens, Good Housekeeping, Gourmet and Sunset Magazine. J. Walter Thompson Co., San Francisco, is the agency.*

Burke Carter Arnold Ryan

AAW MEETING—*Dick Ryan, KLOK, San Jose, chairman of the mid-winter conference of the Advertising Assn. of the West, is shown at the meeting with Nelson Carter, Foote, Cone & Belding, Los Angeles, AAW president; James Burke, Zellerbach Paper Co., San Jose, president of the San Jose Advertising Club, and Prof. John E. Arnold of Stanford University's graduate school of business.*

AT WORK — *Chuck Snell (left), Ross Roy Inc., finds on-location work easy to take as he plans a photo scene for Michigan Tourist Council advertising. With him are Judy Hunt, co-ed and volunteer model, and George Kooistra of the council.*

UNDERPINNINGS EXPERTS—*Model gets an okay for the fit of her waist cinch from Marion Hilker, advertising manager of H. W. Gossard Co. (right), and Phoebe Hodges, underpinnings editor of Glamour. Occasion was a fashion show, featuring Gossard's new Designer collection of foundations coordinated with spring ready-to-wear fashions from the upcoming issues of Glamour, presented before the Women's Advertising Club of Chicago.*

COMBO—*A 39¢ supply of ten Molle razor blades is offered free with the purchase of a 79¢ can of Molle deluxe instant lather shave, from Glenbrook Laboratories division of Sterling Drug Inc.*

Mallatratt Williamson Knapp
Allen Hook Hathaway

PLANNERS—*Among the Canadian, English and U.S. admen planning an international congress of outdoor advertising (scheduled for Toronto, July 11-16, 1960) are Watson Hook, Hook Signs Ltd., Calgary, chairman; H. H. Mallatratt, general manager, British Poster Advertising Assn., and S. C. F. Allen, David Allen & Sons, both of London; W. H. Williamson, E. L. Ruddy Co., Toronto; George L. Knapp, Knapp Advertising Co., Tulsa, and Odell S. Hathaway, Midport Co., Middleton, N.Y., president of Outdoor Advertising Assn. of America.*

HIGH STYLE—*A pert kitten, against a "kitty pink" background, dresses up new labels for John Morrell & Co.'s Red Heart cat food. Dickens Inc., Chicago, designed the label.*

DONE—*Allen & Reynolds, Omaha, chose a 15x12" double-fold announcement card to tell about the addition of four new partners and gets everybody into the act on the 45" inside spread, headlined ". . . And we're glad!" The inside strip shows photos of 38 staff members in poses of wild welcome.*

Solve the case of the hidden facts with **SURVEY SERVICE**

Let Western Union's Survey Service with trained personnel in 1671 offices get you today's facts for your marketing decisions. Just supply your questions, sample to be surveyed, tell us where and when. Survey Service gathers the information for your evaluation on anything from circulation verification to consumer buying habits . . . regionally or nationally. It's fast! Complete! Economical!

WIRE US COLLECT! We'll tell you how we can track down *your* hidden facts—no obligation, of course. Address: Western Union, Special Services Division, Dept 2-A, New York, New York.

WESTERN UNION
Special Services Division

Now a Paid Monthly, 'American Aviation' Is Renamed 'Airlift'

WASHINGTON, Feb. 4—The oldest name in the aviation publishing field will be superseded in April, when *American Aviation* is renamed *Airlift*.

Wayne W. Parrish, president and publisher of American Aviation Publications, says the change reflects the fact that the segments of the aviation industry served by the magazine have outgrown the old title.

With the change, the magazine will shift from a bi-weekly to a monthly publication schedule. Instead of 45,000 controlled circulation it will be on a paid basis, with a 25,000 minimum.

The change is the latest in a series of moves by American Aviation Publications to produce one magazine for industry members concerned with combat equipment and weaponry and a separate one for those concerned with the transportation of goods and people.

■ At present, *Missiles & Rockets*, with 30,000 paid, is a weekly, devoted to the missiles field, while *American Aviation*, with 45,000 controlled circulation, covers military and civilian aviation. Its current circulation includes 18,000 paid.

Under the new formula, combat aircraft will be covered in *Missiles & Rockets* as part of modern weaponry systems. All aircraft concerned with movement of people and goods, including unarmed military aircraft, will be handled in *Airlift*.

Mr. Parrish explained: "*Airlift* will devote itself to airlines and air services of all kinds and descriptions, commercial and military. It will concern itself with business flying, airports, maintenance and overhaul, airway aids and communications, manufacturers of equipment for the airlift market, and all other component parts and services of the vast worldwide enterprises which make up the transportation of people and goods by air."

■ Asserting that the old name, *American Aviation*, no longer fits today's commercial-military transport market, Mr. Parrish said the word "American" is too restrictive for the worldwide market and audience, and the word "aviation" means too many things to too many people.

Hugh Day, assistant publisher, has named Gerald O'Mara, formerly regional advertising manager of *Missiles & Rockets* in New York, national advertising sales director, succeeding James Bretman. #

American Marc Starts Push

American Marc Inc., Inglewood, Cal., on Feb. 1 launched a six-month campaign for its lines of diesel engines and diesel-driven electric generating sets. A series of 44 two-color, ½-page ads is planned for *Construction Equipment, Diesel Progress, Farm & Power Equipment, Fish Boat, Industrial Equipment News, Irrigation Engineering & Maintenance, Petroleum Week* and *Work Boat*, plus a catalog schedule in *Diesel Engine Catalog* and *Thomas' Register*. Haas-deGrasse-Zimmerman, Whittier, is the agency.

Promotions International Bows

D. J. Scherer, formerly in the news and special events department of American Broadcasting Co., has opened his own publicity company, Promotions International, specializing in "packaged" publicity programs for organizations lacking permanent public relations counsel. Offices are at 38 E. 57th St., New York. The company is also affiliated with Small Associates, New York, for advertising services.

Schelm to Jackson, Haerr

Schelm Bros., East Peoria, Ill., has appointed Jackson, Haerr, Peterson & Hall, Peoria, to handle advertising and promotion for its new Schelm gas guard, a device to vent gas from underground leaks. A consumer newspaper campaign in the Peoria area is planned, along with a trade publication drive aimed at plumbing shops and hardware and building supply dealers.

Caples Promotes Kaiser

Gustav Kaiser, vp of Caples Co., has been appointed exec vp in charge of the agency's New York office. He succeeds Hudson F. Meyer, who has resigned.

WITN Names Patterson

T. H. (Pat) Patterson has been elected exec vp of WITN, Washington, N.C. He formerly was vp in charge of sales of the tv station.

BREEZY—*Giraffes add an eye-catching touch to this Studebaker spread—part of a six-page "fashion" section in the February Harper's Bazaar. The "It's a Lark" theme also will be promoted by 50 clothing retailers with window displays and newspaper ads. D'Arcy Advertising Co. is the Studebaker agency.*

Iowa Three Formed by 3 Dailies; Name Gardner & Stein

"The Iowa Three," a new newspaper group composed of the *Cedar Rapids Gazette, Dubuque Telegraph-Herald* and *Waterloo Daily Courier*, has been formed to cover the "quality quarter," a 22-county area in northeastern Iowa. Promotion by the "Iowa Three" says that the "quality quarter" accounts for 27% of Iowa's retail sales, and 25% of the state's households, and that the three dailies have a daily coverage of 62% in this area.

Directing the "Iowa Three" activities are John F. Callender, manager, general advertising, *Cedar Rapids Gazette;* Ralph A. Kling, advertising manager, *Dubuque Telegraph-Herald;* and Ted E. Stevens, advertising manager, *Waterloo Daily Courier*. Gardner & Stein, Chicago, has been named agency for the group.

Mrs. Roebling Dies

Stella Lawman Roebling, 85, widow of the late George W. Roebling, died in Washington Jan. 25 after a long illness. Her husband was president of the New York agency which bore his name and was a vp of the Erie Railroad. In her day, she was a noted beauty and won acclaim in the 1930s for her poetry.

Sterling Adds One, Names VP

Sterling Advertising, New York, has been appointed to handle advertising for Kaynee Co., Cleveland, manufacturer of boys' wear. The previous agency of record is Lang, Fisher & Stashower. Sterling also has elected Gertrude Neuren, an account executive, a vp.

Both Madison Ave., Bourbon St. Buzz About Schenley Unit

NEW YORK, Feb. 3—Schenley Industries' reorganization, which sets up World Network, a new house agency to handle its outdoor advertising (AA, Jan. 19), has caused a lot of comment both in the liquor industry and among agency people.

But Schenley refuses to release details. Consequently there is a lot of speculation. The two major agencies involved in the switch—Batten, Barton, Durstine & Osborn, and McCann-Erickson—also are tight-lipped about the situation.

People in the liquor business are speculating whether the Schenley move is a forerunner of things to come. Outdoor advertising pays an agency a 16⅔% commission. Some painted bulletins and many spectaculars remain unchanged for extended periods—sometimes for years—and the commissions keep coming in. If Schenley acts as its own agency, will it pay itself the commission? Or will it use some of it to expand its coverage? It declines to say.

Considerable money is involved, since Schenley spends approximately $4,000,000 a year in outdoor.

■ No other major distiller is known to have its own outdoor agency. The nearest thing to it is A. Asch Inc., New York, which handles some Seagram brands. These include Lord Calvert, Calvert Reserve, Carstairs, Wolfschmidt vodka and Seagram's 7 Crown, Golden gin and Pedigree bourbon.

But Asch handles outdoor advertising for other clients also, and regards itself as an independent agency, specializing in outdoor. Presumably, the bulk of its billing, however, is for Seagram products.

It was originally a Canadian company which handled Seagram brands; it opened an office here in 1939, at Seagram's request. In 1958 it reportedly handled something in excess of $2,000,000 worth of Seagram's estimated $4,000,000 over-all expenditure in the medium. It is not, however, a house agency such as Schenley will have in its new setup, which is also expected to operate abroad. #

Keystone Adds 11 Stations

Keystone Broadcasting System has added 11 new affiliates, bringing its total to 1,057 stations. Newly added are WTOT, Marianna, Fla.; KLEM, Le Mars, Ia.; KMAQ, Maquoketa, Ia.; KWPC, Muscatine, Ia.; KWCL, Oak Grove, La.; WFRB, Frostburg, Md.; WXXX, Hattiesburg, Miss.; WATA, Boone, N.C.; KFJI, Klamath Falls, Ore.; WWBD, Bamberg, S.C., and KZEE, Weatherford, Tex.

DO YOU WANT THE ACCOUNT?
... Reach for BRAD-VERN'S!
Over 10,000 reconstructed ad schedules in '58 BLUE BOOK of Business Paper Advertisers. 50,000 more available to subscribers.
Write: V. H. Van Diver, Sr., Woolford, Md.
Phone: Cambridge 171 or 2980.

DYNAMIC ACTION FOR THE ENTIRE FAMILY!

CANNONBALL

Thrilling stories of long-haul truckers at home and along the highway.

In a brand-new series that brings you heart-in-your mouth adventure with plenty of heart.

Created and produced by Robert Maxwell, famed creator of LASSIE, CANNONBALL will ride your way with big audiences and increased profits.

I INDEPENDENT
T TELEVISION
C CORPORATION
488 Madison Ave. • N.Y. 22 • PLaza 5-2100

Wouldn't SELLING be easy . . . if all markets were like
LUBBOCK (TEXAS)?
. . . and all media were like the LUBBOCK AVALANCHE-JOURNAL that makes growing Lubbock and its 19-county market so easy to reach?

27.8% BIGGER . . .
29.2% RICHER . . .
in the last four years!
SM, May 10, 1954-1958
LUBBOCK AVALANCHE-JOURNAL
CIRCULATION OVER 66,000
WAYNE HENLEY, ADV. Director
LESTER M. HORNER, Gen. Adv. Mgr.
Represented Nationally by TEXAS DAILY PRESS LEAGUE, INC.
Representing Daily Newspapers Only

If you want to sell gardening *supplies and equipment*, go where every page is full of ideas that sell: Better Homes and Gardens, the family *idea* magazine. Last year, BH&G primary families spent $210,910,000* just for lawn and garden supplies—not including garden furnishings or equipment! With almost 8 out of 10** Better Homes and Gardens readers living in owned homes (more than any other major magazine) there's a setting for growing things. *BH&G Continuing Study, June, 1958 **Look-Politz Study, 1958

During the year ⅓ of America reads BH&G . . . the family idea magazine

CAKE ROLL MIX—*Ads like this in supplements in "selected areas in the East and Midwest" are being used by General Mills to introduce its chocolate cake roll mix. Batten Barton, Durstine & Osborn, Minneapolis, is the agency.*

10 Seconds Is Tops for Plugs on Prizes, NAB Code Unit Says

WASHINGTON, Feb. 3—The National Assn. of Broadcasters warned tv producers to keep plugs for prize merchandise to a maximum of ten seconds.

The action came as an interpretation of a provision of the TV Code which says oral or visual representation of a product must be regarded as commercial time except for "reasonable and limited" identification of contest awards and prices.

■ The tv code review board chairman, Roger W. Clipp, said the board has decided that any oral or visual mention exceeding ten seconds will not qualify as "reasonable and limited" and the entire "plug" will be regarded as commercial. He said the ruling is to apply to all prize agreements made after Feb. 1. #

Lawson to Ladd, Southward; Redstone Joins Miehle

Lawson Co., Chicago, a division of Miehle-Goss-Dexter Inc., has moved its advertising account to Ladd, Southward & Bentley, as of Feb. 1. Zlowe Co., New York, is the previous agency. Ladd, Southward & Bentley now handles all Miehle-Goss-Dexter advertising with the exception of the Mercury Engineering Corp. subsidiary.

Thomas E. Redstone, former advertising and promotion manager of Printing Developments Inc., has been appointed manager of product planning for three divisions of Miehle-Goss-Dexter—Dexter Co Lawson Co. and Filmsort Co.

Long-Haymes Gains Two

Long-Haymes Advertising Agency, Winston-Salem, N.C., has been appointed to handle advertising for two new accounts: Anvil Brand, High Point, N.C., work and play clothes manufacturer, and Duplan Corp., yarn processor with plants in Cleveland, Tenn.; Kingston, Penn., and Winston-Salem.

CBS Names Five

Robert Fuller, formerly director of information services of WCBS-TV, New York, has been named director of publicity of CBS Films. John Horn, of the network publicity department, succeeds Mr. Fuller at WCBS-TV. Murray Benson, formerly sales manager of CBS Television Enterprises, has been named to the new post of director of licensing of CBS Films. Howard Berk, formerly in the publicity department of the CBS-TV stations division, has been named director of publicity for CBS-owned tv stations and for CBS Television Spot Sales. Frank Hussey has been transferred from the Chicago office to the New York office of CBS-TV Spot Sales.

Institute Names Two

Colin Kempner has been appointed research coordinator and Mrs. Janet Sillen director of the women's product division of the Institute for Motivational Research, Croton, N. Y. Both are new positions. Mr. Kempner and Mrs. Sillen were formerly study directors.

Media Group Elects Parker

Jackson L. Parker, media director of James Thomas Chirurg Co., Boston, has been elected chairman of the New England Media Evaluators Assn. for 1959, and Dino G. Valz, media director of Sutherland-Abbott, also Boston, has been elected secretary-treasurer.

SERVICE
SERVZIO
TJÄNST
DIENST
SERVICIO
SERVICE
TYPOGRAPHERS INC.

in any language the best in typesetting

There are many ways to say service. In typography they all mean the same thing—typesetting you can depend on for quality and accuracy. Entrust your next job to SERVICE Typographers and appreciate the difference it makes in your ad or mailer.

"where typesetting is still an art"

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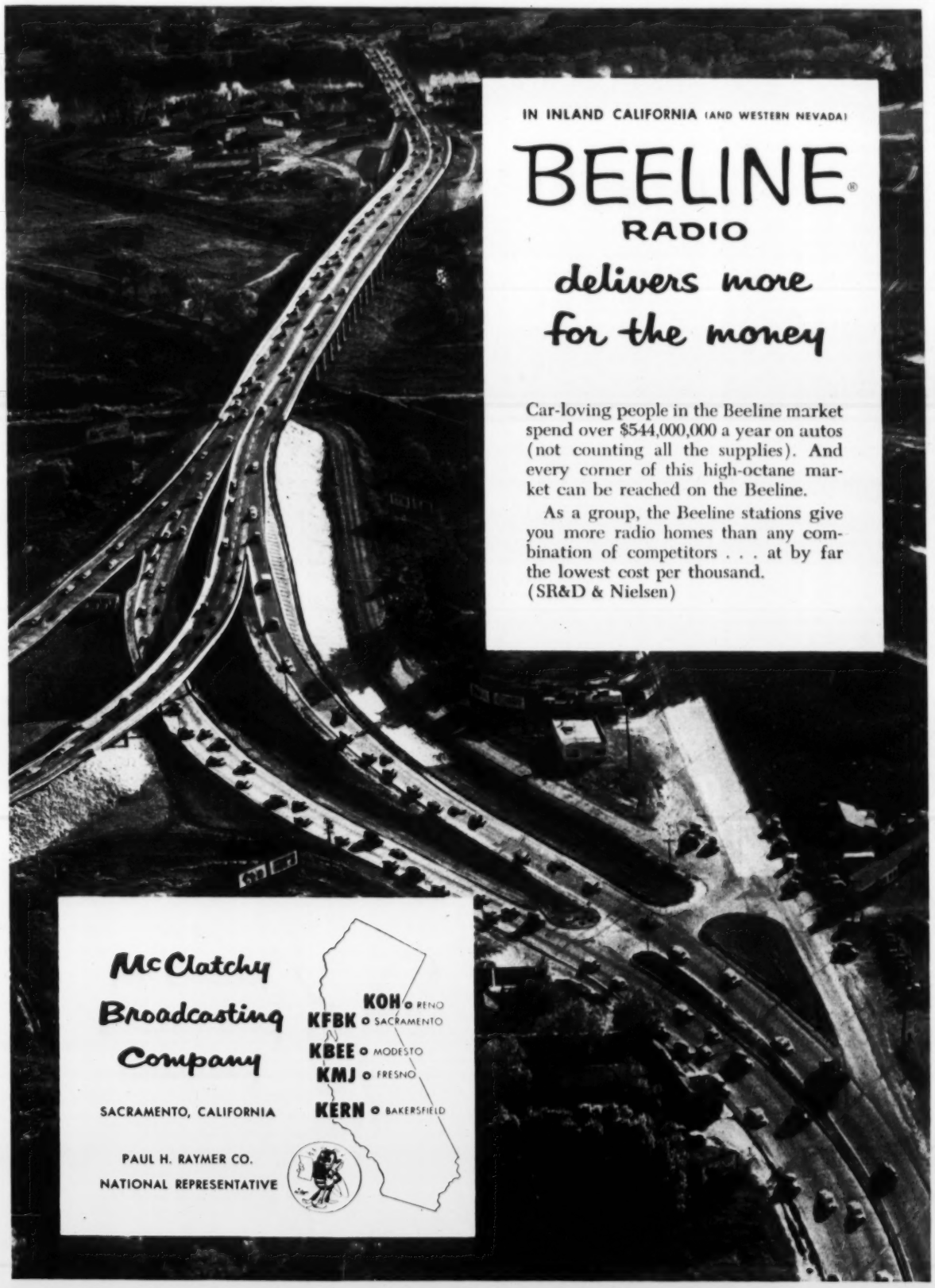

IN INLAND CALIFORNIA (AND WESTERN NEVADA)
BEELINE®
RADIO
delivers more for the money
Car-loving people in the Beeline market spend over $544,000,000 a year on autos (not counting all the supplies). And every corner of this high-octane market can be reached on the Beeline.
As a group, the Beeline stations give you more radio homes than any combination of competitors . . . at by far the lowest cost per thousand.
(SR&D & Nielsen)
McClatchy Broadcasting Company
SACRAMENTO, CALIFORNIA
PAUL H. RAYMER CO.
NATIONAL REPRESENTATIVE
KOH RENO
KFBK SACRAMENTO
KBEE MODESTO
KMJ FRESNO
KERN BAKERSFIELD

THE SACRAMENTO FREEWAY

Weaver, Susskind, Gould Blast TV for Failure to Escape Program 'Rut'

NEW YORK, Feb. 3—If the people who control television don't jolt it out of its programming rut and broaden the base of its coverage, they eventually will face competition from other program sources that will provide more substantial fare.

This was the consensus of three television authorities who discussed the medium's short-comings and potentialities on the "Open End" show on WNTA-TV. *New York Times* critic Jack Gould and tv producer David Susskind did not say where they thought the new source of programming vitality would come from, but Consultant Sylvester L. Weaver Jr. indicated that he still hopes to be able to provide some of it himself.

Mr. Weaver, former NBC boss and now a consultant to Kaiser Industries and to McCann-Erickson, announced plans for a major market program service a couple of years ago, but the project never was activated.

■ Mr. Weaver said he is "still operating as an individual" because he remains convinced that there "is a way in which a program service to the country outside the network structure can develop that will give all kinds of programming including innovations, including greater advertiser usefulness, but also including cultural coverage, and that we can have it fairly soon."

Mr. Weaver said he would have been in business much earlier with some sort of a program service if he could have got clearance in all the major cities, but limited tv facilities made this impossible. Now he thinks tape and the unsold network time periods will help solve his problem.

■ During the rambling discussion, Mr. Susskind raised the question of why television has settled down to a "kind of conformed, aping of carbon copy formats."

Mr. Gould thought it was partly due to the increased pressure put on the other two networks by the hard-driving ABC, which has boosted its ratings with westerns, while the other networks decide to fight back with the same ammunition. The lessening of the novelty factor also plays a role, he said. Mr. Weaver suggested that television, which should be making innovations and setting new patterns, tends to let itself get trapped in a "radio straitjacket."

■ Mr. Susskind thought the cowardice of the agency man might be a part of the answer: "It is the mission, almost the dedicated mission, of the advertising agency in general to keep you away from the sponsor because—I don't know what he suspects—that you may set up your own agency, that you may woo him and marry his daughter and ultimately he'll come to rue it. I don't know, but at any cost, their mission seems to be to keep you separate from the sponsor, and that they, the agency, will handle things and therefore they are in the position of the middle man transmitting ideas of programming to the buyer.

■ "On that rare occasion when I've been able to get to the sponsor directly and explain a program conception, I have found an intelligent ear. I have found a tolerance and a willingness to listen and very often a willingness to experiment and try. Aren't the middle men, perhaps, playing it desperately safe—conforming to hits that are on the air and trying to duplicate them and thus, contributing to a lessening of television as an advertising instrument which is their basic interest?"

■ Mr. Gould disagreed and said that the basic responsibility must rest with the broadcasters, who must be willing to take control of their own medium and maybe gamble a little in the search for worth while programming. He said the criterion should not be that the guy who makes the most money necessarily has the best network.

"I think it should be pointed out with all of the good advertising agencies that when any medium has its rules and its regulations, the agencies respect you for it and they will not try to upset it," he continued, "and I think that the agencies would be the first to welcome some order out of this chaos."

Among the other topics on which the tv experts had their say:

Profits

Mr. Weaver—"My last year at NBC not only did we make lots of money as we had the year before, and it's in the record so it isn't a secret—it's kept a secret but it isn't a secret—but the networks took $100,000,000 in profits out in '56, which was my last year. . . The intelligent thing to do in '57 is to spend money in development of programs as they see a closing in of the forms, instead of which, of course, they let them close because you project out that you're going to keep on doing as well as you're doing . . . But it never works that way because what happens is that if you project out that somebody's going to stay on but he doesn't or the values begin to diminish and he comes in and says, 'I want a deal.' So the result is that the business gets worse. Now . . . you can't generalize because CBS and ABC have both actually increased their profits every year so you can't generalize."

Ratings

Mr. Gould—"We're all trapped into this nonsense because the ratings as intended [were for] a specific and a relatively limited purpose [to] give you just a small iota of information which can be useful . . . from a sales point of view. [But] there's this tremendous emphasis put on by everybody in the business and then sooner or later the newspapers are caught up in it. . . . I should think it would be wonderful if there could be a six month moratorium on ratings. At least in terms of [being] published every week. Just hide them or something because certainly it's the silliest thing that because a show is playing at the music hall this is a smash hit, and a show playing at a small theater is, you know, terrible."

■ Mr. Weaver—"They [the different kinds of ratings] do measure different things. . . I'm not anti-ratings. Senator Monroney will be terribly unhappy to hear that, because there are some very serious misuses of ratings and the rating systems have not responded in my opinion to the request that I used to make—or maybe they were buried somewhere—to try to establish the intelligent measurement of what we were reaching per advertiser because that was what the guy buys.

"He buys effective circulation plus the number of people who see an individual ad. You know, that's like a spot check on an ad in the papers. In other words, his average Nielsen rating is the number of people he can multiply against that ad and say that many people saw that ad, but how many people is he reaching on a vigorous campaign? Well, this requires some judgment. I mean, whether he has to reach them two or three times or four times but this is all—this measurement is available if the rating services will break it out. Dick Moore is off on the reach kick now and I've been off on it, as I say, all my life, and in my first memo at NBC, I said: 'Let's not let the per program kill this business like it killed radio'."

Pay TV

Mr. Gould—"I totally disagree with these several members of Congress who would prohibit a trial. I also thoroughly disagree with the attitude of the networks, those great champions of free enterprise, who are against giving a chance to some guy who would like to put them out of business. I still think it should have a trial. But with that I don't see it, as any millenium, as any real solution to any major problems. . . ."

Mr. Weaver—"I've always thought it was inevitable . . . but I should hate to see pay television coming in and taking away a lot of the power for good that commercial television can render our economy."

It was suggested that the Advertising Council could play a key role in helping to revitalize television by planning a special evening of television filled with imaginative, substantive programming of the sort that the individual advertiser with tough competitive problems might be reluctant to back. #

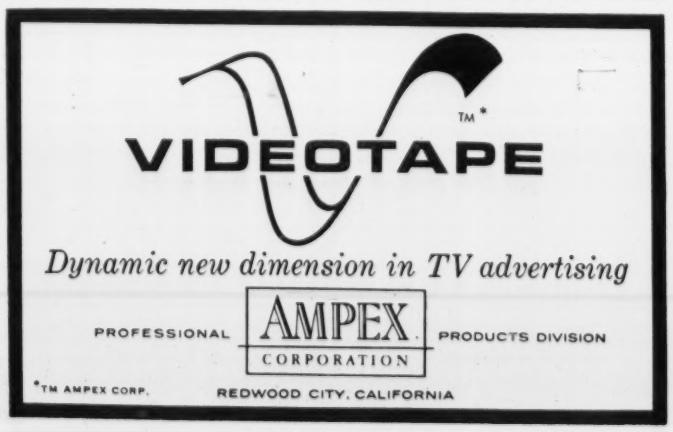
STRESS ON SIMPLICITY—*Taylor Wine Co. in its campaign this year will stress that there is nothing complicated about the enjoyment of fine quality wines and champagnes. A proponent of page ads, candid photography and a minimum of text, Taylor will give greater emphasis to photos. Publications to be used include Bride's Magazine, Cosmopolitan, Holiday, Living for Young Homemakers, Newsweek, Sports Illustrated, New York Times Magazine, New York Tribune Sunday Magazine, Time and True. D'Arcy Advertising Co. is the agency.*

WBAP Names Two

WBAP, Fort Worth, has named Philip W. Wygant promotion director of WBAP AM-FM-TV, succeeding Margaret McDonald, who will do free lance public relations. The station also named Robert Grammer production director of WBAP-TV. Mr. Grammer and Mr. Wygant formerly were tv production supervisors.

BETTER PRODUCTS
Businesspaper advertising brings you information on new and better products, alerts you to new processes and production methods by which you can improve your own products. That's why it pays to read the advertising in your businesspaper. Helps you keep an ear to the ground for new and important developments you can put to work—profitably.
Advertising works for you!
LOWER PRICES
Businesspaper advertising helps to lower prices of the products you buy and sell by broadening markets, building sales volume, bringing you cost-saving opportunities. When you're looking for ways to lower costs and prices . . . give better value . . . and improve profits, it's the editorial pages of your businesspapers that tell you *how*—and the advertising pages that tell you *with what*.
Advertising works for you!
MORE JOBS
Businesspaper advertising helps create demand, improve products, step-up production, distribution and sales. With new companies, new factories, new products, new services constantly being developed, you get a healthy, vigorous economy—a full-employment economy. Yes, sir! Advertising works. And it works for you.
Advertising works for you!
Advertising Federation of America
Advertising Association of the West
Prepared for AFA and AAW by the Associated Business Publications in the interest of better understanding of businesspaper advertising.

Remarkable
ROCKFORD
1ST CITY IN ILLINOIS
(Outside Chicago)
finest FULL COLOR facilities
When it comes to ROP color, the Rockford Morning Star and Rockford Register-Republic offer you the finest facilities in northern Illinois. Add a market of half million people used to reading and responding to a steadily increasing amount of fine newspaper color ads. The results are a *top* market for your product . . . *top* color work for your advertising . . . *top* results in sales of your products or services.
AT THE TOP IN ILLINOIS
ROCKFORD MORNING STAR
Rockford Register-Republic



In the second half of 1958, Newsweek led the newsweekly field in advertising pages.* Ask your agency why.

*Source: P.I.B.

The different newsweekly
for communicative people

Man Alive!
That's What Advertisers Reach in
The Sporting News
National Baseball Weekly—St. Louis, Mo.
280,000 Copies Weekly
With 98% Male Readership
Largest Newsstand Sale of Any Sports Weekly
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Outdoor Ad Battle Shifts to States

(Continued from Page 1)

involve a degree of coercion which had never been visualized by Congress when the regulatory legislation was considered last spring.

"Any regulation must be fair and reasonable, and must not be prohibition in disguise," the congressman complained.

"Instead of regulation, the Department of Commerce interpreted the act passed by the 85th Congress last year to mean prohibition and wrote a set of rules accordingly."

■ His bill is directed at a provision in the federal standards which states: "A state may elect to prohibit signs permissible under the standards in part without forfeiting its rights to any benefit provided by the act."

According to Rep. Delaney, the regulations specifying the types of signs that are permissible are, in themselves, more stringent than Congress intended. But, he said, the provision allowing states to go beyond these restrictions "is nothing more than a gratuitous invitation on the part of the Secretary of Commerce for the states to prohibit advertising entirely."

He indicated that he and other House members are also considering other legislation designed to bring about reconsideration of some of the federal standards. He complained that the maximum limit of 150 sq. ft. on a roadside sign "is a raw discrimination" against the standardized outdoor sign industry, which uses a 300 sq. ft. sign. He also complained that the provision banning signs within two miles of an interchange can work out to be a drastic limitation, since interchanges on the interstate system "will be an average of three and one-half miles apart."

■ Since Rep. Delaney is a member of the House rules committee, his views cannot be taken lightly by any government department which is concerned with obtaining legislative favors in Congress. From his position in the rules committee, he is in a strategic position to assure that any roads legislation considered in Congress during the next two years will be subject to an outdoor advertising amendment, in the event it seems appropriate.

Among the provisions high on the list of changes sought by the outdoor industry is a modification of the policy in regard to signs located within incorporated and zoned areas.

Under existing regulations, signs in these heavily traveled sections of the highways system can be exempt from the federal control standards if state authorities request such an exemption. Industry spokesmen, including their friends in Congress, think this exemption should be automatic.

The purpose of the standards is to protect scenic and natural areas, they contend; there is no point in forcing such stringent control on the outdoor industry in other areas, where different zoning regulations exist in keeping with local needs.

With 45 state legislatures in session this year, the outdoor ad battle is also being waged in capitals throughout the country. Under the program, no state gets any billboard "bonus" funds—an incentive equal to 0.5% of the total cost of its portion of the interstate highway system—unless its legislature approves controls measuring up to the federal standards. States have until July 1, 1961 to qualify.

Even in states like Ohio and Maryland, where stiff billboard controls were approved at earlier sessions of the state legislatures, new laws are required to meet the test set by the federal standard.

In Maryland, for example, the state law clears only a 600′ right-of-way, while the federal standard requires sign control on a 660′ right of way.

■ Even in states which already have stringent billboard controls, the outdoor industry is at work, trying to keep the law from going beyond the federal standard, if the legislature cannot be induced to withdraw from the control program entirely.

With Maryland about to consider revisions of its control law, to meet the federal standard, for example, the outdoor industry is pressing for a provision specifying that restrictions will not apply in incorporated and other zoned areas.

When he brought the issue to the attention of the House this week, Rep. Delaney directed particular criticism at the federal government's plan to concentrate roadside advertising at "information sites."

"If one took a classified telephone book and hung it on a post out of doors, we would not have outdoor advertising," he commented. "By the same token, 'informational sites' are not outdoor advertising; they would no more fulfill the function of outdoor advertising than a telephone directory hanging from a post along the highway."

WISCONSIN LAWMAKERS STUDY OUTDOOR BILL

MADISON, WIS., Feb. 3—Gov. Gaylord Nelson has urged enactment of legislation providing for regulation of the placement of outdoor signs along the state highway system.

One bill already submitted provides that the erection of any signs within 660′ of the highway right-of-way would require a $10 annual

Videodex Network TV*

Jan. 3-9, 1959

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Rank	Program	(%)
1	Perry Como Show (Several sponsors, NBC)	38.3
2	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	37.5
3	Danny Thomas Show (General Foods, CBS)	37.1
4	Wagon Train (Ford, National Biscuit Co., NBC)	36.2
5	Desilu Playhouse (Westinghouse, CBS)	35.5
	Loretta Young (Procter & Gamble, NBC)	35.5
6	Wyatt Earp (General Mills, Procter & Gamble, ABC)	33.1
7	Have Gun, Will Travel (Whitehall, Lever, CBS)	32.4
8	Maverick (Kaiser, Drackett, ABC)	32.2
9	The Rifleman (Several sponsors, ABC)	31.6
10	Bat Masterson (Kraft, Sealtest, NBC)	31.1

Rank	Program	(000)†
1	Perry Como Show (Several sponsors, NBC)	13,501
2	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	12,940
3	Danny Thomas Show (General Foods, CBS)	13,001
4	Wagon Train (Ford, National Biscuit Co., NBC)	12,435
5	Desilu Playhouse (Westinghouse, CBS)	12,280
	Loretta Young (Procter & Gamble, NBC)	12,410
6	Wyatt Earp (General Mills, Procter & Gamble, ABC)	11,044
7	Have Gun, Will Travel (Whitehall, Lever, CBS)	11,000
8	Maverick (Kaiser, Drackett, ABC)	10,634
9	The Rifleman (Several sponsors, ABC)	10,390
10	Bat Masterson, (Kraft, Sealtest, NBC)	10,277

* Homes viewing in cities where program is telecast.
† Listed in sequence of rating level from first table.

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with exclusive Magi-Copy Process
Low as 7¢ a copy . . . No machine to buy . . . we do it all . . . Same day service . . . Free price list and samples.
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(FREE Loop Area Pick Up and Delivery)

Some things are bigger than you think

(The five metropolitan areas exceeding 1,000,000 population and not shown on map are: Chicago, St. Louis, Minneapolis-St. Paul, Milwaukee and Kansas City.)

Metropolitan Peoria Area

for example, is bigger and richer than any of the North Central markets shown on this map.

In fact, Metropolitan Peoria has more people, more consumer dollars and more retail sales than *any* market up to a million population in Illinois, Iowa, Minnesota, Missouri or Wisconsin.

It's worth remembering – and also remember that Peoria Journal Star is the ONE newspaper that covers Metropolitan Peoria, plus Peoria's 13-county BILLION DOLLAR MARKET.

Peoria Journal Star
Ward-Griffith Co., National Reps.

FOOD SALES?
$245 million in Georgia's money belt

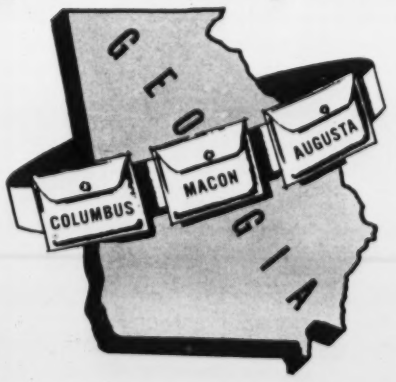
Buy the Georgia Group to blanket the Augusta-Columbus-Macon retail trading area . . . with its $245 million in grocery money. It's one order . . . one bill . . . one check. Combination rate gives savings up to 10% on each ten thousand lines.

For **coverage** in the Peach State, it's Atlanta **plus**

THE Georgia Group

AUGUSTA Chronicle and Herald
COLUMBUS Ledger and Enquirer
MACON Telegraph and News

Represented Nationally by **THE BRANHAM COMPANY**



INSURANCE—*An "insured deal," by which the dealer guarantees to meet his trade-in offer for a 30-day period, highlights a new newspaper and radio campaign by the Dodge New York Retail Selling Assn. The campaign broke Feb. 2. Wexton Co. is the agency.*

fee per sign, with a $5 annual renewal fee.

Real estate signs, those on buildings denoting businesses, directional signs, and devices not visible from the highway, would be exempt from the permit requirement.

A bill forthcoming from the governor is expected to be more specific on rules and standards.

N.Y. LEGISLATORS GET OUTDOOR AD RULE BILL

ALBANY, Feb. 3—A bill to regulate outdoor advertising on a licensing basis was introduced last week in the New York state legislature.

It would require every outdoor advertiser to obtain a $100 state license and a permit for each sign he erects. It also would ban commercial outdoor signs at road intersections and in scenic areas.

The bill is sponsored by two Republicans, Sen. Frank E. Van Lare, of Rochester, and Assemblyman Alonzo L. Waters, of Medina. They allege the measure is necessary for the "safety, comfort, security and welfare of the people of the state."

The Van Lare-Waters bill would apply only to advertising devices within 660' of the highway, outside city or village limits. Permits for signs would be issued by the state superintendent of public works at $5 a sign.

■ The Van Lare-Waters bill has the approval of the Outdoor Advertising Assn. of New York. John Stahlbrodt, association president and head of Rochester Outdoor Advertising Co., told ADVERTISING AGE that the proposed bill "appears to be a reasonable type of regulation.

"The association and the outdoor industry in the state will support it," he said.

Other outdoor plant operators said that they felt the proposed bill would help eliminate the rash of small signs on highways, for which the standarized medium gets blamed, but for which it has no responsibility.

At this time, it appears that the bill has a good chance of passage and of being signed by the governor. #

Rogers Heads CFRB, Toronto

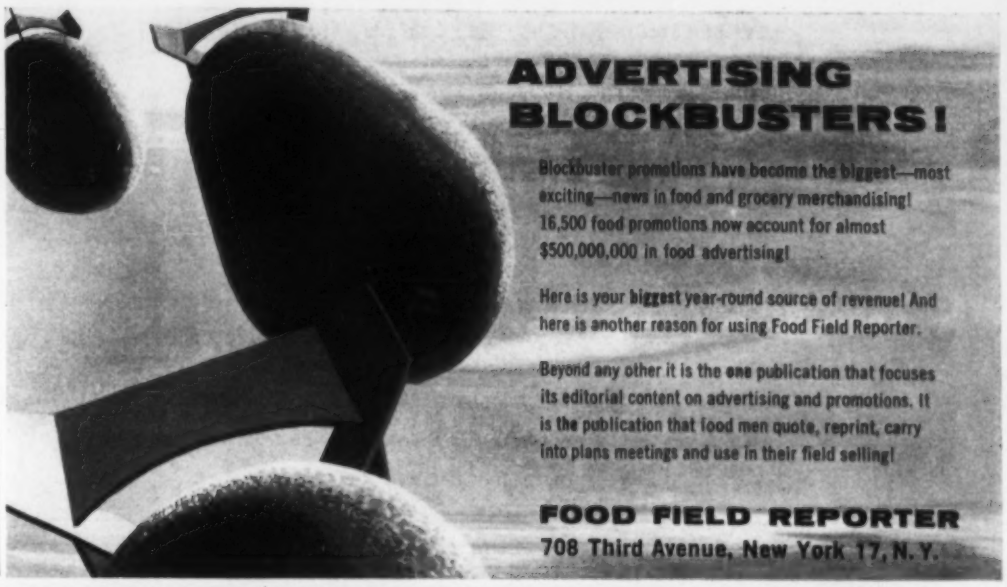
J. Elsworth Rogers has been elected president and appointed general manager of Rogers Radio Broadcasting Co., owner and operator of CFRB, Toronto radio station. He succeeds Harry Sedgwick, who has retired because of ill health. Wes McKnight has been named station manager, succeeding Lloyd Moore, who has retired. Waldo Holden, sales manager, has been named vp in charge of sales.

Thomson Gets Transit Account

O'Ryan & Batchelder, Memphis, has appointed Thomson Advertising, Peoria, Ill., to handle its narional, regional and local advertising and sales promotion. O'Ryan & Batchelder handles display advertising on surface and subway vehicles for 102 transit companies in 70 cities.

Abelson's Names Gramercy

Abelson's, New Jersey retail jewelry chain, has appointed Gramercy Advertising, New York, to handle its advertising.


ADVERTISING
BLOCKBUSTERS!
Blockbuster promotions have become the biggest—most exciting—news in food and grocery merchandising! 16,500 food promotions now account for almost $500,000,000 in food advertising!
Here is your biggest year-round source of revenue! And here is another reason for using Food Field Reporter.
Beyond any other it is the one publication that focuses its editorial content on advertising and promotions. It is the publication that food men quote, reprint, carry into plans meetings and use in their field selling!
FOOD FIELD REPORTER
708 Third Avenue, New York 17, N. Y.

Llyle Rapp

The Kalamazoo Gazette decided back in 1924 that good citizenship required an effective effort to promote street and highway safety. Llyle Rapp was made safety editor and began a continuing crusade that has grown each year in recognition, stature and effectiveness.

Liberal use of investigation, space and photos have given impact to "Crusade for Safety." Llyle Rapp cautions jay-walkers and careless drivers, scolds official neglect and deplores traffic hazards. His tireless efforts for safety have brought the city and the newspaper many top awards from state and national councils and associations.

The Gazette will continue this safety crusade for as long as motor vehicles and pedestrians use the streets and highways and as long as there is one hazard, careless driver or walker.

This is another example of how one newspaper wins and holds its most precious asset—public welcome and loyalty. This is the qualitative asset that fosters reader trust and faith in the Gazette and cloaks your advertising in it with a commensurate degree of confidence.

"The daily newspaper is the total selling medium"

KALAMAZOO GAZETTE

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Media/scope—Editorial Content, Advertising and Circulation

A Study in Cause and Effect

Herewith—an index of Media/scope contents for 1958.

Edited exclusively for all the people who buy advertising—and for nobody else (as a look at the contents will prove)—Media/scope effectively fills a need (as a look at paid circulation growth and advertising growth will prove).

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McCann's John J. Flanagan, the Quiet Irishman—**John McCarthy**—*February, p. 31.*

Media Buyers Question Newspaper Network Idea—*April, p. 42.*

Media Buying Advances More Than Other Functions of Advertising—*Media/view*—**Russell Z. Eller**—*February, pp. 23, 24.*

Media Buying Award Entries—*October, pp. 23, 24; November, pp. 55, 56; December, pp. 75, 76.*

Media Research, Editorial Quality Given Key Roles During ABC Week—*December, p. 57.*

Media/scope Sponsors Award for Creative Media Thinking—**Walter E. Botthof**—*September, pp. 23, 24.*

Men of the Month in Media—*January, p. 18; February, p. 18; March, p. 18; April, p. 18; May, p. 17; June, p. 18; July, p. 14; August, p. 18; September, p. 18; October, p. 18; November, p. 22; December, p. 20.*

'Motivation and Market Behavior:' A Review of Book Edited by Robert Ferber and Hugh G. Wales—**Arthur Koponen**—*April, p. 66.*

'Motivation Research and Marketing Management:' A Review of Book by Joseph N. Newman—**R. J. Williams**—*February, p. 70.*

MRDA Seeks Way To Help Buyers—*November, p. 79.*

New England Media Evaluators Approve National Association—*July, pp. 33, 34.*

New Horizons in International Advertising—**Arthur A. Kron**—*June, pp. 31, 32.*

'Persuasion for Profit:' A Review of Book by Nicholas Samstag—**Philip Ewald**—*January, p. 54.*

Purpose of an Advertising Medium—Editorial, **Roger Barton**—*February, p. 74.*

Repeal Reaches Independence Square—**Lionel M. Kaufman**—*November, p. 74.*

Scope on Media: A Look Around and a Look Ahead—*January-December, pp. 9, 10.*

Selma Grosswirth of Lawrence Fertig Company—**John McCarthy**—*August, p. 36.*

Small Agencies and the 15%—Editorial, **Roger Barton**—*December, p. 82.*

Steering Committee Formed for National Association of Buyers of Media—*September, pp. 38, 39.*

The Beatty of Schwab & Beatty—*November, p. 35.*

The 'Mags' Kiss and Make Up—**Lionel M. Kaufman**—*July, p. 49.*

'The Measurement of Meaning:' A Review of Book by Charles E. Osgood, George J. Suci, and Percy H. Tannenbaum—**Dr. Irving Roshwalb**—*March, p. 62.*

Thompson's Dan Seymour—He Unified Broadcast Operations—**John McCarthy**—*July, p. 36.*

Those Sunday Books—**Lionel M. Kaufman**—*October, p. 76.*

Top Trends in Media Buying—Editorial, **Roger Barton**—*October, p. 92.*

Trend Toward the Block-Buster—**Lionel M. Kaufman**—*August, p. 17.*

What About an Annual Award for Creative Media Buying? **Dr. E. L. Deckinger**—*August, pp. 27, 28.*

What About Some Pure Media Research? Editorial, **Roger Barton**—*March, p. 68.*

What Do You Think About Toll-TV Now? *Media/forum*—*August, p. 7.*

What Does 'The Marketing Concept' Mean? Editorial, **Roger Barton**—*August, p. 76.*

What Factors Are Chiefly Responsible for the Popularity of the Independent Stations? *Media/forum*—*July, p. 15.*

What is Most Needed in Media Research? Editorial, **Roger Barton**—*July, p. 62.*

'What Makes Women Buy:'—A Review of Book by Janet Wolff—**Charlotte Montgomery**—*May, p. 51.*

Will Instantaneous Playback (Video Tape) Facilitate Scheduling? *Media/forum*—*June, p. 21.*

Would Formation of Newspaper Networks Lead to Wider Use of Newspapers? *Media/forum*—*October, p. 20.*

Not unmindful of the fact that young publications go up (or out), Media/scope reports

16% increase in advertising

(comparing last quarter of 1957—our first quarter of publication with advertising—with last quarter of 1958).

In 1958, 120 advertisers placed 346.25 pages of advertising in Media/scope. For 1959: January—advertising pages up 23%; February—up 54% (over corresponding months of 1958).

From October, 1957 (first regular issue) to Dec. 26, 1958

paid circulation rose from zero to 26% of our monthly distribution

If you sell time, space, or services to advertisers, you can build a comparable cause-and-effect relationship: Media/scope delivers *your* advertising to *buyers* of media.

Media/scope

Feb. issue —largest in our history —out this week

WALTER E. BOTTHOF, *Publisher*

1740 Ridge Ave., Evanston, Ill.

420 Lexington Ave., New York 17, N.Y.

Don Harway & Co.
1709 West Eighth St.,
Los Angeles 17, Calif.

James H. Cash Co.
818 Exchange Bank Bldg.,
Dallas 35, Texas

A Midwestern Industrial Market in the Ohio River Valley—the Ruhr of America—where one Daily Newspaper Combination reaches 99% of the People

SELL LOUISVILLE FOR ALL IT'S WORTH!

The Courier-Journal
THE LOUISVILLE TIMES

393,614 DAILY COMBINATION • 313,034 SUNDAY
REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

Department Store Sales . . .

Sales Rise 8% in Jan. 31 Week

WASHINGTON, Feb. 5—Department store sales across the U.S. in the week ended Jan. 31 were 8% ahead of sales for the similar week of 1958, the Federal Reserve Board reported today.

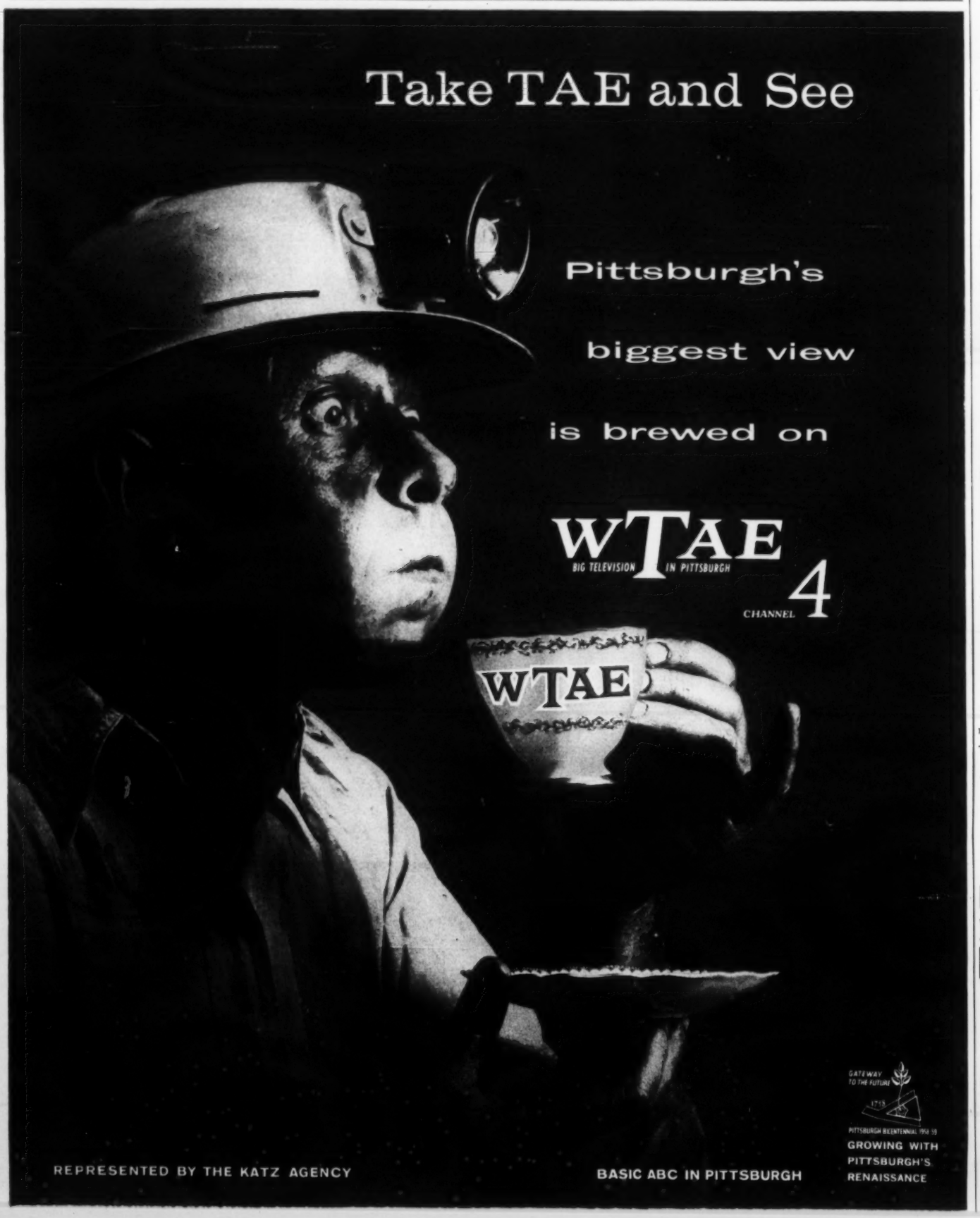
For the four weeks ending that date they were 6% ahead of the previous year.

■ Of the 12 FRB districts, only one reported a loss: Minneapolis, 2%. The remaining districts reported gains as follows: Boston, 2%; New York, 4%; Philadelphia, 3%; Cleveland, 6%; Richmond, 12%; Atlanta, 9%; Chicago, 6%; St. Louis, 24%; Kansas City, 8%; Dallas, 7%; and San Francisco, 13%.

A detailed breakdown of the sales in these districts for the week ending Jan. 31 will be available next week. For the two weeks prior to that sales were as follows:

Federal Reserve District, Area, and City	% Change from '58 Week Ending Jan. 17	Jan. 24
UNITED STATES	+ 5	+ 5
Boston District	+ 9	+ 3
Metropolitan Areas		
Boston	+ 6	+ 1
Downtown Boston	— 2	— 8
Suburban Boston	+25	+23
Cambridge	+ 9	+ 9
Quincy	+13	+29
Lowell	+ 4	— 2
City		
Springfield	+26	+19
New York District	+ 4	+ 1
Metropolitan Areas		
Buffalo	r— 1	—13
New York-N. E. New Jersey	r+ 3	+ 2
Newark	+ 3	— 2
New York	0	+ 1
Rochester	+25	+ 4
Syracuse	r+ 9	+ 2
Philadelphia District	+12	+ 6
Metropolitan Areas		
Wilmington	r+ 9	+12
Trenton	r+19	—20
Lancaster	r+35	+16
Philadelphia	+13	+ 8
Reading	+ 4	+16
Scranton	r+ 5	+10
Wilkes-Barre—Hazleton	r— 2	+ 8
Cleveland District	r— 4	— 6
Metropolitan Areas		
Lexington	+ 5	+16
Canton	— 3	— 2
Cincinnati	— 5	+ 1
Cleveland	— 3	—12
Downtown Cleveland	— 8	—20
Columbus	0	—21
Springfield	+ 3	— 9
Youngstown	— 3	—14
Erie	+ 2	+ 9
Pittsburgh	— 4	— 2
Downtown Pittsburgh	— 4	— 3
Wheeling-Steubenville	+ 4	— 6
Richmond District	+ 8	+12
Metropolitan Areas		
Washington	r+15	+13
Downtown Washington	r 0	+ 6
Baltimore	0	+14
Downtown Baltimore	r— 1	+10
Richmond	+ 5	— 1
Atlanta District	+ 7	r+ 9
Metropolitan Areas		
Birmingham	+16	+ 1
Mobile	+ 6	*
Jacksonville	+11	+14
Miami	r+ 6	+ 7
Downtown Miami	r+ 3	+ 3
Atlanta	+ 4	+10
Augusta	+ 4	+ 3
Columbus	+17	— 3
New Orleans	+ 2	+ 5
Knoxville	r+10	+22
Chicago District	+ 3	— 1
Metropolitan Areas		
Chicago	+ 1	— 1
Indianapolis	+ 1	+ 6
Detroit	+ 3	— 5
Grand Rapids	— 7	— 9
Milwaukee	— 1	— 2
St. Louis District	r+ 3	— 1
Metropolitan Areas		
Little Rock	+12	— 8
Louisville	+ 4	+ 3
St. Louis	— 1	— 7
Memphis	+ 9	+11
Minneapolis District	— 1	r+ 4
Metropolitan Areas		
Mpls.-St. Paul	— 1	+ 4
Mpls. and Suburbs	— 5	+ 2
St. Paul	+ 7	+11
Cities		
Duluth-Superior	+ 4	+ 2
Kansas City District	+11	+16
Metropolitan Areas		
Denver	r+ 9	+21
Topeka	+ 5	+13
Wichita	+12	+ 3
Kansas City	+13	+25
Downtown Kansas City	0	+ 3
St. Joseph	+ 2	+33
Lincoln	r+19	+10
Albuquerque	r+14	+16
Oklahoma City	+ 9	+16
Tulsa	+11	— 2
City		
Joplin	+ 7	+14
Dallas District	+ 2	+13
Metropolitan Areas		
Dallas	+ 5	+ 5
El Paso	+ 8	+ 5
Fort Worth	+ 6	+ 9
Houston	—10	+28
San Antonio	+ 8	+12
San Francisco District	+11	r+15
Metropolitan Areas		
Los Angeles-Long Beach	+ 8	+17
Downtown Los Angeles	+ 1	+ 9
Westside Los Angeles	+11	+10
Sacramento	+21	+18
San Diego	+18	+10
San Francisco-Oakland	+ 8	+12
San Francisco City	+ 5	+12
Oakland	+ 4	+ 5
San Jose	+37	+20
Portland	+15	+14
Salt Lake City	+18	+20
Seattle	+ 9	+14
Spokane	— 4	+ 3
Tacoma	+18	+12

r—Revised. *Data not available.



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POPAI BOOTH 23

how to put your ideas into **MOTION**

Telechron

With a Vue-More Turntable you can tell a MOVING sales story for your product . . . spotlight it on a revolving stage.

Send for Vue-More's factual bulletin AA-2 and price list.

vue-more CORP.
World's Leading Manufacturer of Turntables
601 West 26th Street, New York 1

U. S. Official Blasts Kefauver Auto Ad Report

(*Continued from Page 3*)

as a matter of deliberate choice.'

■ "Incidentally," the Under Secretary said, "suppose a dealer decided to absorb all or part of the cost of advertising and reduce his price per car accordingly. Would he want to tell potential customers he was now selling at, say, $100 less? And if he did, wouldn't that be advertising?

"The committee, viewing advertising expenditures simply as costs, can't understand why any business man would deliberately raise his 'costs' in a recession," Mr. Mueller continued. "The answer—which business men know but haven't got across to enough people—is that advertising that's worth buying actually reduces costs by increasing volume—making possible lower prices than would otherwise be possible, by achieving the economies inherent in mass production and mass distribution.

"If advertising were not profitable," he said, "how does the Senate anti-trust and monopoly subcommittee explain the otherwise perverse, as well as huge, advertising budgets of companies making and selling everything from razors and soap to hi-fi sets and automobiles? They must think every tv program is a giveaway program."

■ If an auto salesman sells benefits or value, the whole question of price becomes secondary and often unimportant, according to Kenneth B. Haas, professor of marketing at Hofstra College, Hempstead, N.Y.

"You don't make sales because your prices are lower, or because you are smarter than a prospect," he told the dealers. "You don't get orders by outwitting or mentally overpowering an antagonist. Instead, you tell, show, demonstrate and prove to your prospect that what you are selling will fulfill his needs and thereby benefit him."

A topflight salesman, he said, "seeds into his presentation the benefits the prospect will enjoy if he buys. Then he sells those benefits—the *gain* the prospect will enjoy in terms of wealth, health or happiness when he buys."

■ The first major promotional campaigns in the newspaper industry's Total Selling drive for various industries was detailed at the NADA meeting.

The drive, labeled "Live better by far in a brand new car," was described by Edward A. Falasca, creative vp of the Bureau of Advertising, American Newspaper Publishers Assn.

He predicted the number of participating dailies would double those in last year's "You Auto Buy Now" effort, which was backed by BofA. About 300 areas held "Auto Buy" drives last year.

The campaign is scheduled to run from April 6 to April 18.

Mr. Falasca said two goals should be set for 1959 auto advertising: "We should do something to restore the sense of pride and excitement that once came with buying and owning a new car, and we should do something to point up the irreplaceability of the American automobile and the dealer."

Roland Postel, automotive manager of BofA, told the dealers that the campaign is designed to combat "a diminishing sense of excitement on the part of the consumer in buying and owning a new car." #

Virginia Appoints Houck

The Virginia state conservation and economic development department board has awarded the department's advertising to Houck & Co., Roanoke, effective July 1. Cargill, Wilson & Acree, Richmond, has handled the account since 1955, and before that Houck had had it for more than a decade.

Truesdell Named Director

L. C. Truesdell, vp and director of sales of Zenith Radio Corp., Chicago, has been elected a member of the company's board of directors.

NOW YOU'RE LIVING
See Page 76

YES, SUH!
The Atlantic City Press covers the South!
South Jersey, that is . . .

Yes, suh—we repeat . . . in addition to its almost complete saturation of metropolitan Atlantic City itself, The Press provides the best coverage of the three-county Southern New Jersey market—Atlantic, Cape May and Cumberland, each with separate daily local editions. To get your share of this RICH market's annual $521,423,000.00 in retail sales, only The Press can do the job.

Atlantic City Press
Southern New Jersey's "Good Morning" Newspaper
Rolland L. Adams, *President*
Scolaro, Meeker & Scott, *National Representatives*

BUYING DETROIT AND SOUTHEAST MICHIGAN?

NOW! WXYZ TV
YOUR BEST BUY IN MICHIGAN IS NOW A BETTER BUY THAN EVER!

NEW TOWER!
tallest TV tower in southeast Michigan

NEW POWER!
blanketing an even larger area with a powerful signal

NEW AUDIENCE!
wxyz-tv adds new viewers running into the hundreds of thousands

NEW COVERAGE!
wxyz adds scores of suburbs, towns and cities

Now transmitting from the heart of America's fifth market . . . center of Southeast Michigan's population shift!

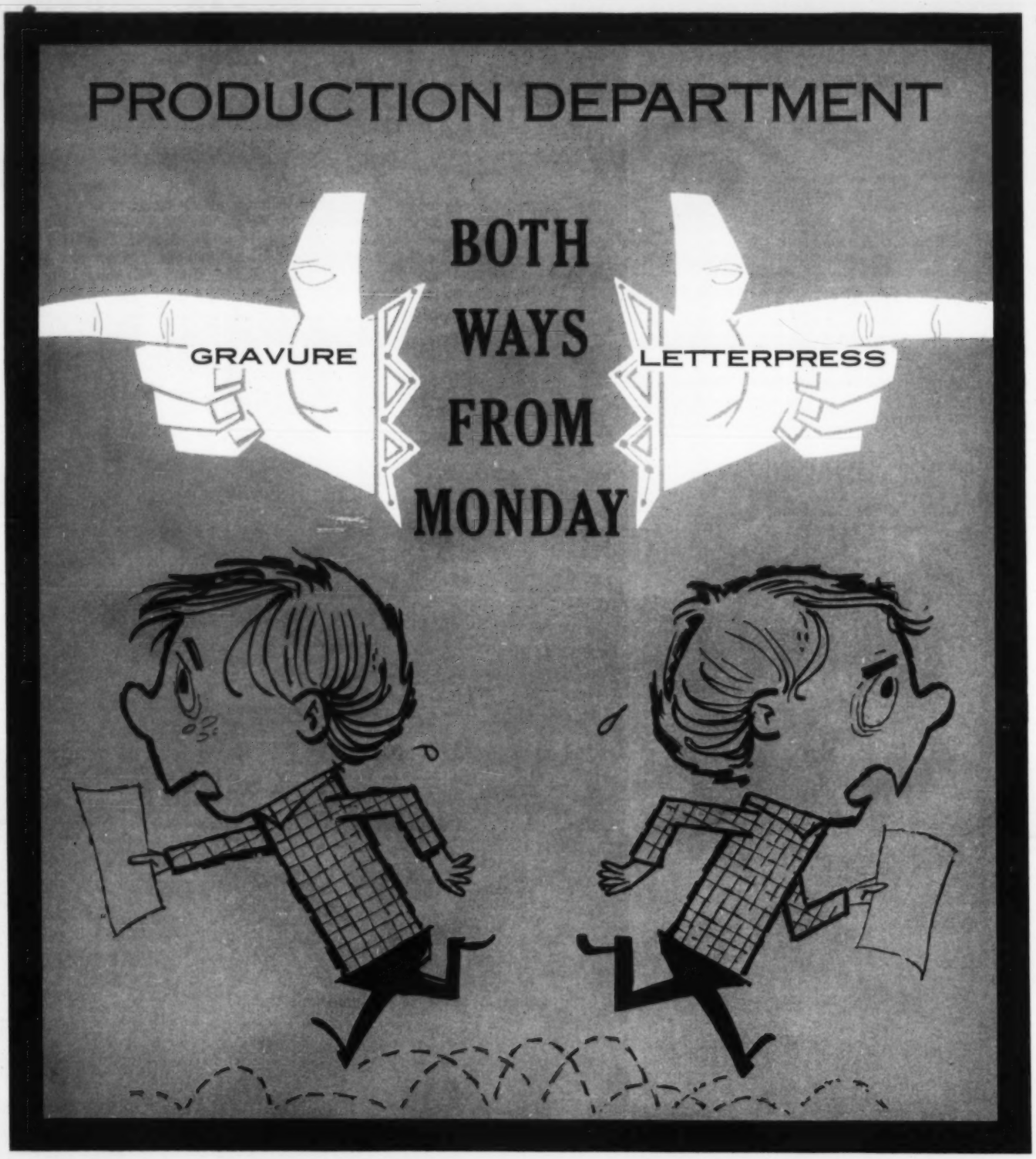
This huge 1,073 ft. tower permits WXYZ-TV to blanket a larger area than ever with a powerful signal . . . adding hundreds of thousands of viewers to its coverage area!

now WXYZ-TV serves *more* people, *better!*

WXYZ-TV CHANNEL 7 DETROIT ABC

Represented Nationally by BLAIR-TV

BROADCAST HOUSE — *10 Mile and Northwestern Highway, 14 miles northwest of central Detroit*



CM&H was founded by an agency production man, so we know it is normal, on busy days, to feel that you will meet yourself coming back. You can prevent this shocking experience by ordering letterpress plates and gravure positives from the one best source for both: CM&H.

For more than a quarter of a century our letterpress division has specialized in the finest reproduction for national advertising. Our younger gravure division specializes in making and properly proofing gravure positives for national advertising.

To keep your photoengraving production flowing one way, Monday and every day, send your copy for letterpress and gravure reproduction to

COLLINS MILLER & HUTCHINGS INC.

America's finest photoengraving plant for letterpress and gravure

333 West Lake Street
Chicago 6, Illinois

Feature Section

Advertising Age

Tyler's Choices for 1958

Rush to Imitate: Weiss Comments

'Give Me Time,' Says Copywriter

Groesbeck, on Financial Management

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

Y&R Copywriter Pleads for Simpler Copy Platforms, Simpler Research, More Time to Make Ads Better

At the 1958 fall meeting of the Assn. of National Advertisers, Louis N. Brockway, chairman of the executive committee of Young & Rubicam, spoke on "How to Get Better Ads from Your Agency." Part of his talk consisted of quotations from an unnamed Y&R copywriter on the subjects of copy platforms, advertising research, and the lack of sufficient time for creative thinking. These copywriter's remarks (the author remains unidentified) are quoted here.

Dear Brock:

The millennium is here. The hour for the earth to drop into the sun is upon us. You asked for suggestions as to what clients and contact men can do to make advertising more effective. It's like a lion being thrown to the martyrs.

Your memo mentioned only clients. But, you'll notice, I've broadened the category and lumped contact men right in there with the clients. And, for that matter, there are quite a few clients and contact men I'd like to lump.

■ Let me give you an example which I shall title "Confusion to Your Customers." On my desk, as I write to you, I have a copy policy for one of our accounts. There is a note with it from the contact man to the effect that the client wishes dramatic, original and unusual television commercials about the product.

The commercials for this product, like so many others, are exactly 58 seconds long. Yet, the suggested copy policy before me contains 18 separate points to be made about the product in the space of one minute. But not one ordinary minute—a dramatic, original, unusual minute.

Maybe you're interested in what kind of product it is that needs 18 separate points made about it. You'd think it must be a Univac, at least. It's a simple little product, worthy but uncomplicated. Yet the client and the contact man have handed me a copy policy that's more complicated than the UN Charter. And this on a so-called sophisticated account which spends several million a year on advertising.

Detail Breeds Confusion

Getting back to my point, let me make a dictum or a dogma for clients and contact men who want to aid creativity in advertising. They must get up off their knees and stop worshiping detail. In advertising, detail breeds confusion. You cannot say that many things about one product in one commercial or in one printed page. At least, you can't do so effectively.

Why can't you? Because multiplicity confuses the true image of the product. What's more, the listener or reader just doesn't care that much.

■ How do we eradicate "Confusion to Your Customers"? Face two facts. First, the consumer doesn't give a damn for a product beyond what it does for him or her. Brand loyalty is a much over-interpreted term. There can be preference for a product, and continuing preference. But there can't be much love, or even affection. It's all based, in the line of the old joke, on "What have you done for me lately?" You've got to keep doing it better, offering more, being more interesting, being fresh, being Brigitte Bardot year after year, never being frumpy, prolix, self-centered.

Second, don't hate your customers. Don't feel you have to batter down a wall of indifference with a hundred thundering facts. And, don't go to the other extreme and assume that your customer hates you so you declare war. Maybe you want to belt the unfeeling so-and-so's with headlines black and thick as crude oil, sock 'em with a solid page of type filled with reasons why they dare not buy the product, slug 'em with the logo, and sneak in a couple of boxes. But, don't—please don't—do it.

Brock, believe me. Products would sell better if clients and contact men would realize one simple fact. Winning consumers is a romantic, not a logistic situation.

* * *

Now, for a really major item, a chapter heading all by itself, "Don't let research put hurdles in the way of advertising effectiveness." Watch the way you use research.

I know clients and contact men have a sensible approach (or, so they think) to their mania for research. They want to make sure I won't slip a bad ad over on them. This is sensible. I might—even though I'm a dedicated, talented, conscientious genius, known for these qualities from the Four A's office to the Walter Lowen employment office. But, I err. Sometimes even Lou Burdette turns in a bad game. So, it's reasonable to try to use research to measure my performance, especially if you don't trust your own feel about the rightness of an ad or a commercial.

But make the process simple, not complicated. Don't make me have to beat six research systems at the same time. One, I can beat and still do good ads. Maybe better than if I didn't have to watch out for some Hawkshaw sniffing along the headline or turning over the copy block. But, Brock, not three or four of them on the same ad! I can't beat them all and do a good ad.

■ I have another suspicion about research, especially so-called copy research in print or television. It's that some clients use it as an out. If the product doesn't sell, they've got a research-lined exit. "Don't blame me, boss. I've got 11 surveys that show the spots are great."

You Can't Design an Ad with Miscellaneous Research

If clients and contact men want to get the best out of me, let them stop tying me up with a gaggle of garbles gleaned from inapplicable research. Let the contact man cease to breeze into my office to say the client wants a new and absolutely original campaign, like nothing ever seen before. But, of course, it should have "New, Amazing, Now!" in the headline, a dominant picture of both the package and the product-in-use, and the statistics about the new homogenizing process in the subhead. Because it's been proved such things research well.

And I say, "How are you ever going to get anything fresh and off-beat out of that?"

And the contact man grins his white-toothed grin and says, "We've got faith in you, boy."

Brock, when you design an ad according to miscellaneous research, what you wind up with is an eagle with elephant feet. He can't fly and he can't fight. All he can do is stand there.

Brock, tell those clients and contact men, if they want good ads, gimme time. *Give me time!* Not as much as it takes to print it, or as much as the film studio takes to shoot it. That's asking too much for little old me who's only got to think it up. I'm not asking for as much time even as Gallup takes to check it, let alone how much Nielsen takes to count it. But, the time it takes to create a good ad or commercial *isn't* limited to how long it takes to type the idea when I've got it, or to make the layout that's presented. There's got to be a *mulling* period, a time to juggle ideas in the mind or draw roughs on empty air.

Every creative man takes pride in his work, and it's just that pride which makes great advertising. But, you can't rush it all the time. A manufacturer wouldn't demand that his lab or design staff turn out next year's complete line in a week and a half. But, all too often for their own good, they demand next year's advertising within that time. And all too often, a weak contact man doesn't point out the consequences.

And, not only give us time, but try

What They're Doing Today

WHAT'S BECOME OF. . .

GERALD W. ("GERRY") CUNNINGHAM—the "dean" of the Sears, Roebuck catalog, who retired in 1952 after more than 30 years as its director?

Gerry Cunningham, who had some strong ideas about catalogs and made many of them work with outstanding success at Sears, started at 17 as stenographer for the business manager of the old *Chicago Examiner*. Drawn by the noisy city room, he got himself promoted—he became a stenographer for the managing editor. Given a chance, he showed a knack for writing news and soon became a rewrite man. One of his stories became a classic:

G. W. Cunningham

One day the city editor handed him two pages of notes and said, "Give me 50 words, less if possible." Gerry Cunningham wrote the story in 26 words. It read: "John Smith of Grand Rapids, Mich., came to Chicago yesterday. He had $3,000. He met some 'friends.' Today, John Smith has no money and no friends."

Before long Mr. Cunningham got out of the newspaper business and into a job as a copywriter at Sears, where he shortly became manager of the company's two branch catalogs. At the time most Sears buyers wrote their own catalog copy, but in years that followed, the department under Mr. Cunningham's direction expanded and took on writing, layout, production and merchandising on a big scale. Mr. Cunningham was largely responsible for the distribution system worked out for the Sears catalog, whereby the mail list was determined by recency of order, frequency of order and total dollar volume of a family's purchases per year.

■ At the time of his retirement in 1952, Sears was distributing 50,000,000 catalogs annually and covering some 7,000,000 families, or about 20% of U.S. families. "We have tried sending out more than that number, but we found that it doesn't add sales," Mr. Cunningham explained. Neither did sending it to "back-fence buyers," those who ordered from neighbors' catalogs.

Today Mr. Cunningham lives in retirement in suburban Oak Park. He took a three-month trip to Europe, and then did consulting work, which he discontinued after four years. He is a member of the advisory board of All-State Insurance Co.'s "Home and Highway" publication, which is distributed to policyholders. #

not to make niggling little changes. Try not to take off the sharp edges. Don't make me wish I could write another ad (which is hard work) rather than have one of my spayed and mutilated creations go up the line to disaster.

Don't just ask for creative work, insist on it. Demand originality. Then respect it. Don't think just because a copywriter wrote it, it must be creative. Too often I'm lazy or incompetent or have had the originality beaten out of me by repeated frustrations.

You have the right to expect original, creative advertising. That's most of what this business has to sell. If you don't get it, change me. Change agencies.

When you get a really fresh idea, love it, cherish it, respect it. Treat it tenderly, cautiously, for the delicate thing all new ideas start out being. Beware of destroying originality. Remember, if you've never seen anything like it before, don't be frightened. The chances are greater that it's good than if you recognize it across the room. Let me do my best for you. I'm a pro and I try hard. Let me do my best for you. #

Agencies Ask Us . . .

Sound Financial Management for Agencies

By Kenneth Groesbeck
Advertising Agency Consultant

"How can an agency be sure it is being well managed, financially?" asks one from Missouri this week. "Is there any budgetary breakdown usually accepted in the business which we can use as a guide? Or is it all, as we suspect, something of a hit-or-miss proposition, with good luck playing a greater part in the end than anything else? Can you help us out?"

Kenneth Groesbeck

Our friend is franker than most agencies in his query. Actually, he is close to right when he suspects that good luck may well play as important a part in an agency's success as good management. This because of the nature of the advertising critter—a creative, imaginative, impulsive outgiver, often with little knowledge of finance. He works hard, does a grand creative and marketing job, gives more service than he can possibly afford, and comes to the year-end with a loss instead of a profit, and the inescapable question "How long can I stand this drain?"

■ Well, you say to yourself, this is all perhaps true of the smaller agency. Certainly, however, not of the big operation. Surely these companies, billing $20,000,000, $30,000,000, $40,000,000—surely they make money! Do they indeed?

Their problems are the same as those of the smaller shop, but on a larger scale. As fast as they grow, their expenses grow even more rapidly, what with branches, supplementary services, and high priced talent. You might be surprised, friend from Missouri, if you could have a look at the inside financial records of some of the big boys. There are plenty of financial headaches, even in the upper ranks.

Actually, the agency business is a difficult one in which to make money. The average net profit after taxes, according to the American Assn. of Advertising Agencies, is less than 1% in relation to total billings. This is from 1/3 to 1/6 the profit shown in other industries. So we start with an exceedingly narrow margin on which to operate.

■ Agencies are squeezed between the income ceiling, which still remains 15% in so many cases, and constantly increasing labor and other costs which often exceed this total income in a most disconcerting manner. It appears to be almost impossible to cut the costs, and it turns out to be equally difficult to sell the client on increasing the income by means of fees.

The answer, of course, is *sound financial management* and the *courage* to insist on the measures this implies. You've got to learn the rules for survival, and have guts enough to enforce them. Getting bigger by means of mergers is no answer to this problem, although it may contribute to its solution.

Spending less than you make, and thus showing a profit, is still the best definition of sound financial management. This is achieved either by holding down costs or by increasing revenue.

For the former requirement, agencies need more financial information than they secure from most audits. Accountants examine hundreds of agency balance sheets and operating statements and come up with the information that we spend in relation to total income, about 65% for salaries, from 20 to 25% for overhead, leaving us a profit before taxes of from 10 to 15%.

■ This 10 to 15% profit, when expressed in terms of our *billing*, comes down as we have said above, to less than 1% after taxes for most agencies, which is clearly too narrow a margin. The only reason agencies survive in this apparently impossible financial atmosphere is that these are corporate or partnership profits shown for tax purposes, with a goodly part of the agency earnings going into the personal salaries of the owners, in usually a lower income tax bracket. So when the agency gets hard up, the principals shell out.

This, however, is a digression. What we are concerned with here is the lack of budgeting information supplied by most audits. What is meant by "salaries"? Whose? Direct or indirect, or both? What is included in "overhead"? Where, for example, do you put unbillables? Where agency promotion expenses?

■ The only answer to such questions is a functional breakdown of the agencies' expenditures. Such a one is my 5-2-3-2-3 Expense Allocation Formula used by so many agencies. This allocates 5% for Overhead, with all the items included therein specified, 2% for Contact, 3% for Plans and Copy, 2% for New Business, leaving 3% for Profit before taxes. These percentages total 15%, which is what the agency theoretically receives as gross income. If it receives, because of fees, a larger percentage, the same relative proportions are maintained.

Take a million dollar agency with a gross of $150,000, for example. Since this is their 15%, 1% is $10,000. Such an agency can spend $50,000 on overhead, $20,000 on contact, $30,000 on creative activities, $20,000 on the agency's own promotion, leaving $30,000 for profits before taxes.

■ The "can spend" means outgo in salaries, materials, supplies, seryices, what have you. The salaries will be *indirect* when they apply to all the activities of the agency (people working on all accounts, such as clerical, owners' time on management, for example), and *direct* when they can be charged off against individual accounts.

So much for the first requirement of financial management, holding down (and properly allocating) costs. For the second, *increasing revenue*, we need an accurate cost system so we can be sure we charge enough for our services. This, these days, makes fees in addition to the commissions practically inevitable. Thus, more and more agencies are charging for layouts and copy, even on commissionable accounts.

■ Even with the most careful financial management, the agency, particularly the smaller shop, can be wiped out overnight by a bad credit loss. Such losses are guarded against only in part by credit insurance. The best way to prevent them is for an agency to get its money before closing dates, instead of before "paying out date" as is the present dangerous and undesirable practice in our business.

Contract forms suggested by the best financial advisers in the agency field now invariably contain such a statement as "Payment . . . is to reach agency . . . before closing date" (in the case of magazines, with similar provisions for other media).

■ Personally, I like the all-embracing "Payment . . . must reach agency . . . before the agency is liable therefor." No reasonable client can kick at this, since otherwise the agency is incurring responsibility for monetary payments in advance, or actually acting as a banker for the advertiser.

Since, however, most agencies do extend these dangerous credit terms, it takes guts on the agency's part to stand pat on the financially sound method. The best procedure is to take it for granted, include it in your contract or letter of understanding, and explain it only if the prospective client objects.

■ This wise precaution is a "must" for smaller agencies, dealing with average accounts. It may be waived on very large accounts or in cases where credit is absolutely unquestionable. Even with such, however, accidents do happen. Should the issue prove insoluble, it will

The Creative Man's Corner . . .

Bring in the Reader!

"I've driven them all.
This new-type concrete gives you
the world's most relaxing ride!"
Says ART LINKLETTER, star of
"People are Funny", NBC, Saturday evenings,
and "House Party", CBS,
Monday through Friday
Concrete
PORTLAND CEMENT ASSOCIATION

We *know* readers in general like to read about and are interested in outstanding personalities. We have been told that this is the principal advantage of testimonial type ads—now that few people really believe the celebrities pictured actually use the products they tout.

Yet we cannot help feeling that Art Linkletter detracts from rather than adds to this ad for the Portland Cement Assn. No doubt his likeness attracts readers. But is attracting readers enough?

If we are to become so involved with concrete and what it can do for us as a road material, we feel an ad about it must give us the best of all possible opportunities to *identify*. And the most immediate manner in which we can identify is to have re-created for us our own experience in driving.

Who hasn't been annoyed with the periodic thump of driving over last year's concrete highways? Who wouldn't welcome the news that now concrete can be laid in a continuous strip? Who hasn't found that his car could be braked more readily, without skidding, on concrete—particularly in the rain?

There are times, we feel, when it is best to bring the reader *right into the ad*, by vividly reproducing his own, well-remembered experiences. Somehow this ad, using Linkletter, is just too contrived to be convincing, *even though the facts, when you get to them, are unassailably true.* #

"I'd hate to think of Susan as 'The Tonsillectomy in 216'"

"I wonder . . . could our hospital be so cold and impersonal?"

"Now, dear, ours is an accredited hospital!"

"But that's what this Look *report on hospitals is about—accredited hospitals. Imagine waking people out of a deep sleep to give them sleeping pills . . . or not letting mothers stay overnight with small children. If Susan got sick—"*

"Well, we've checked up on the local schools. Why not the hospitals, too?"

Many magazine articles discuss the treatment of diseases. Look's *Report on Hospitals*, in a recent issue, is about the treatment of *people*. It focuses sharply on the human values involved in hospital care, the vital personal relations that everyone—particularly families with children—understands and responds to. Whatever the subject, it's this accent on people that gets Look talked about, and acted upon, in millions of homes—by men, women and teen-agers.

This ability to reach, and *move*, every member of the family explains why Look's 27,900,000 readers are concentrated more among people in families with children than is the audience of any other major magazine. And it is the family that holds the key to immediate sales and enduring success for American industry.

AMERICA'S FAMILY MAGAZINE **LOOK** **—the exciting story of people**

pay the agency to offer the client interest on his money for the period the agency retains it, prior to paying it out. Keeping such funds in an interest bearing savings account will make the procedure practically self-liquidating. #

Salesense in Advertising . . .

Advertising Is Really a Pretty Simple Thing

By James D. Woolf
Creative Consultant

On several occasions, in this column, I have expressed the opinion that advertising is not nearly so enigmatic and complex as it is often made out to be.

Accordingly, I was delighted with "Advertising's Greatest Myth," a talk presented by Fairfax M. Cone at the eastern annua Four A's Conference in New York, on Oct. 27, 1958.

James D. Woolf

Said Mr. Cone: "One of the myths that has grown up around advertising is that it is a mysterious and hugely complicated business. And there can be no doubt that a good many practitioners of advertising—and even some of the users of advertising—have been at considerable pains to exploit this idea. It sounds good. And it pays off more ways than one; not the least of which is the cover-up it affords for mistakes in other areas of marketing."

■ In my opinion, advertising is a business that is concerned first and foremost with the art of persuasion. To persuade you to buy my product or service I must promise you *convincingly* that my product will do something for you, will benefit you in some desirable way; it will make you happier, healthier, more beautiful, more popular, richer, more secure, or whatever. What I say to you in print or other media is the same thing I would say to you if I were talking with you face to face. It's as simple as that.

I have long maintained that advertising is not a slide-rule science, not a business for mathematicians and perhaps not for logicians. It is true, as Mr. Cone points out, that advertising does have certain highly technical aspects, such as space- and time-buying, where and how often our advertising should appear, certain matters pertaining to research, etc. There are many such technical questions that must be answered before advertising is made.

■ What counts most, I think, is an instinctive understanding of human nature, of human wants and needs. If I do not possess this instinctive understanding, if I am blind and insensitive to human hankerings, my mastery of the technical aspects of advertising will help not one whit. This is nothing new. More than 100 years ago, Dr. Samuel Johnson, the Great Chiam of literature, remarked that "the size of the promise is the soul of the advertisement."

Everything else is secondary to this matter of the "soul." All too often the "soul" is not there. Arnold Gingrich (AA, Oct. 6) warned us that advertising may some day "come a cropper" by "trying to make the public believe that there's something there [in the ads] when there really isn't anything but our own agility with the cape and dexterity with our footwork."

It's our craze for cleverness, our frantic attempts to be different at all costs, that make advertising appear to be so complicated and frustrating. Forget the cape and the footwork, and think only of the size and credibility of the promised benefit, and you'll find the art of making persuasive ads a great deal simpler.

■ Simplicity itself was John Wanamaker's philosophy of advertising: "Genuinely good advertising must give in wording something that will be read about the goods that are wanted and that will clearly state exactly what the goods are. Talk things over with the people, take them wholly and sincerely into your confidence, tell the facts, and business will come, if your merchandise and services warrant it." #

* * *

Mr. Woolf's articles are available in a handsomely bound 383-page book for permanent reference. Price $5.95. Write Advertising Publications, 200 E. Illinois St., Chicago 11, Ill., for "Salesense in Advertising," available on five days' approval.

Employe Communications . . .

The Organizing Drives Gather Speed

By Robert Newcomb and Marg Sammons

(Mr. and Mrs. Newcomb operate their own organization in employe relations.)

One of the country's better-known manufacturing concerns, which has successfully rejected the offer of an international union to organize the plants, is currently being singled out for still another proposal. As employes leave the plant gates, they are "handbilled"—in other words, the invitation is put in writing so the prospective union members can mull over the advantages of signing up.

This isn't a situation necessarily calculated to send the company management into a frenzy of fear. Handbilling is an old process, an established prelude to tightening the screws. Within a few weeks, it is quite possible that the organizing barrage will be stepped up. The union's ultimate goal is to set the stage for a representation election and, of course, to win the election. Maybe it can; maybe it can't.

■ Is this particular company ready to repel the boarders? Is it ready to ride out the rough seas with the present crew? Has it learned anything from its previous experience? To all three queries, the answer is: No.

The company actually has tried to set up the mechanism of repulsion. It has shared with the executive committee the belief that the union wouldn't do a bit of good for the corporation. It has overwhelmed the supervisors with anti-organizing literature during the crisis, and stopped producing any literature as soon as the crisis was past. Beyond that, it has done nothing.

Currently its biggest mistake is to concentrate its attentions upon oral communication entirely. The company management has never utilized written or printed communication to tell the company story. It feels that, when the organizing heat is applied, the management should work orally through the supervisors who, in turn, will tell the hourly-paid employes what a wonderful outfit they work for.

This system of communication won't serve the purpose. If the company repels the organizers this time, it can only count itself fortunate again.

Communications men who have lived through organizing drives will tell you that oral communication alone isn't sufficient. It isn't enough to summon the supervisory group together, make a statement or answer a charge, and expect these supervisors to carry the word—immediately and accurately—to the people below them. Why not? Because no one can work that fast—the supervisors can't possibly relay the information in a matter of minutes. There is a second reason: The statement of management policy often gets garbled in transmission, so that the message the management wants to get to employes is not the message that finally arrives. And there is a third reason: Some supervisors are sympathetic to unionization themselves. They may feel that unionization will ease some of the irritations they feel about their own jobs.

What is the best method of fast communication in an organizing crisis? That depends on several factors—physical set-up of the plant; number and type of printed and oral communications devices already in existence; status of the management grapevine. (If you don't have a management grapevine, get up and let somebody else have your chair.)

The organizing drives are on. Some of them are right out in the open. One of the country's largest department stores is currently a prime target, and the union has come out openly and said so. The unorganized company's future may be all wrapped up in the answer to this short question: Are we ready? #

Machine Obsolescence–One Measure of Industrial Sales Opportunity

METAL-CUTTING MACHINE TOOLS: CHANGES IN FIFTEEN INDUSTRIES THROUGH EIGHT INVENTORIES

	Percentage at least 10 years old							
	1925	1930	1935	1940	1945	1949	1953	1958
Farm Machinery	65%	58%	60%	69%	55%	50%	50%	72%
Construction, Mining, Materials Handling	—	49	74	73	49	48	58	64[1]
Metalworking Machinery	—	—	66	71	45	43	60	62
Special-Industry Machinery	56	45	76	74	57	54	62	71
General Industrial Equipment	52	47	75	78	54	44	55	66[2]
Fabricated Metal Products	59	49	70	76	47	45	52	59
Office & Service Machines	—	53	73	69	58	48	53	66
Electrical Equipment	45	51	65	70	47	37	51	57
Communications Equipment								42
Household Appliances	—	46	60	69	47	38	43	66
Motor Vehicles & Parts	27	27	55	63	37	56	57	46
Complete Aircraft	—	3	13	29	2	16	45	50
Aircraft Engines, Propellers, & Parts							51	50
Precision Mechanisms	—	—	—	61	36	35	45	59
Ordnance, Shipbuilding, Railroads	—	55	—	77	40	38	64	72
Metal-Cutting Average	44%	52%	67%	72%	38%	43%	55%	60%

SOURCE: American Machinist

NOTES: Percentages in some Inventories have been adjusted so that data will be comparable. Recent changes in SIC industry codes make it impossible to classify some industries exactly, especially in the earlier Inventories. Blanks mean no comparable data are available.

1. Figures before 1958 do not include Materials Handling Equipment industry.

2. 1958 figure includes Engines and Turbines industry, which is not included with General Industrial Equipment in earlier Inventories.

As everyone knows, the "depression" of 1958 was largely a capital goods depression. Retail sales were high, consumer incomes were high; sharp declines were registered in automobiles, major appliances and in those sectors of industry involving industrial construction, machinery, tools and equipment for manufacturing and processing.

Hence the accompanying table, taken from the just-completed eighth *American Machinist* inventory of metalworking equipment, may have special significance as an indication of the sales opportunities which have been building up in this area.

The inventory is usually taken once every five years, and it is interesting to note that the percentage of machine tools 10 years or more old is currently building up toward the high levels of 1940, when the long business drouth had delayed replacement for almost a decade.

Currently, says *American Machinist's* study, three out of five machine tools are more than ten years old, and a tremendous potential replacement market is thereby indicated. Some 18% of all machine tools are over 20 years old. #

SUNDAY IN SACRAMENTO

—a new picture

There's a big new Sunday paper in the Sacramento market . . . the Sunday Sacramento Bee. Publication began on February 1, 1959 with more absorbing reading for the whole family: increased wire coverage, more financial news, more comics, more women's news, more features, more sports news, more photos, Valley Leisure, California Country Life, TV magazine and Parade. It's aimed directly at the happy-spending 19-county Sacramento market. Check O'Mara & Ormsbee for details.

Now 3 Sunday Bees in the Billion-Dollar Valley

SUNDAY SACRAMENTO BEE
SUNDAY MODESTO BEE
SUNDAY FRESNO BEE

McCLATCHY NEWSPAPERS

SACRAMENTO, CALIFORNIA

Tips for the Production Man . . .

Tab This for Soon

By Kenneth B. Butler

Cadillac Motor Car's new 1959 brochure, announcing its new models, offers something for the designer and production man beyond an exposure to lush photography, typography, and elegant presentation of a line of motor cars.

ILLUSTRATED TABS—*Sketch showing simplified version of the 1959 Cadillac brochure. Photographic tabs, with striking bleeds, act as curtain-raisers, spreading color throughout the text. Each such insert provides two tabs.*

The brochure, which employs a giant size page (12"x14"), contains a unique arrangement of colorful, bleed-photograph tabs which extend the full height of the page and 5½" in width. Each tab provides a curtain-opening teaser to each right hand page in the brochure. These are at once attention-getting and dramatic.

▪ The bleed-photograph tabs mostly set the "tone" for the book, and contrast nicely with the open and airy layouts of the pages for which they are used as separators. They are printed on both sides. Center spread contains no tab.

The tabs are printed 11" wide, scored, and folded, then gathered saddle stitch between the full size pages. This is a rather simple binding operation.

They have the additional effect of bulking up the brochure.

▪ Within the framework of this basic idea, I can see many adaptations which could be useful in planning sales literature or mailing pieces, even with limited budgets.

For example, the tabs might be printed all together in one large form and done in two colors or in four color process—with the remainder of the printed piece done in single color. This would give the illusion of spreading a great amount of color, and enable the product to be reproduced in natural color on the tabs, whilst the descriptive copy and detail illustrations can be developed in less costly printing.

On a more limited budget, the tab idea could be limited to one or two as curtain raisers, or to point up selected portions of the brochure.

▪ Tabs also present an opportunity to spot textured paper stock throughout the printed piece in order to brighten it. The tabs could be printed on lush cover stock, for example, or on metallic paper. An alternate of less cost would be printing of the tabs on tinted paper stock.

The edge opposite the binding could be trimmed at an angle, or die-cut with a scalloped or serrated edge. The possibilities are many. #

On the Merchandising Front . . .

Copy-Catism

By E. B. Weiss

A year or so ago, General Tire developed a smart merchandising-advertising idea: "You Go—or We Pay the Tow." At the time I wondered how long it would be before other manufacturers in various branches of the auto supply industry would latch on to a variation of the same idea. Whether Exide Battery is the first to prove once more that imitation is a rather insincere form of flattery I don't know, but I do know that this winter Exide has been pushing the theme: "You Start or We Come Out and Start You."

E. B. Weiss

I suspect that the time is not far distant when any form of breakdown on the road will automatically bring into play a guarantee that is simply a variation of "You Go—or We Pay the Tow." This is a safe prediction—because in merchandising, as in advertising, we have copy-catism.

▪ In connection with copy-catism in advertising I noted with interest that when the Israeli airline, El Al Israel Airlines, ran an ad featuring the travel agent, it was not long before two competitors took off on the same tangent—but not quite so smartly, I might add!

And, of course, the almost unanimous rush of the cigaret industry toward the masculine concept started by Marlboro is as disconcerting as it is concerted. (This, you understand, is proof of the high professional standards both of ethics and of creativity among some of our proudest advertising agencies!)

But getting back to merchandising—and I consider "You Go—or We Pay the Tow" to be a merchandising concept—there is no question that, in the world of merchandising, copy-catism is rife. The spate of gimmicky offers in the food field, for example, against which General Foods' president recently railed, breaks down into tiny variations on a very few merchandising concepts. The 10¢-off offer, which has been used hundreds if not thousands of times in the food field is typical.

▪ Interestingly, in the mad rush to imitate, it is the general tendency to overlook the little matter of evaluating the merits of the presumably scintillating merchandising idea. Thus, in the food field, there is no question at all that the few perennial merchandising ideas—like the 10¢-off offer—tend to accomplish little more than a temporary switch and at an extremely high cost. If the object is sampling, then I might point out that sampling can be done in much more effective and considerably less expensive ways.

However, to moan and bemoan copy-catism gets one nowhere. And so, having temporarily succumbed to the natural inclination to berate the copy cats, I would like to go on to what may be a somewhat more constructive suggestion involving the curtailment of frenzied merchandising. This suggestion has to do with private agreements among the leading manufacturers in a single field.

For example, I understand that three food giants got together and agreed to discontinue in-package premiums. The in-package premium had got out of hand; the competition to give more was becoming too expensive; the trade had many justifiable complaints. While lawyers probably quaked, an "understanding" was arrived at among these competitors. (Other competitors, not bound by the "understanding," continued to promote in-package premiums.)

▪ I suspect that, as the costs of frenzied or gimmicky merchandising become unbearable, there will be more of these "understandings." I think they will be held back only by legal departments whose prime purpose in life is to "play it safe." And I think it will devolve upon high management to see to it that the legal department "finds a way *to do*," rather than finding reasons for "*not* doing."

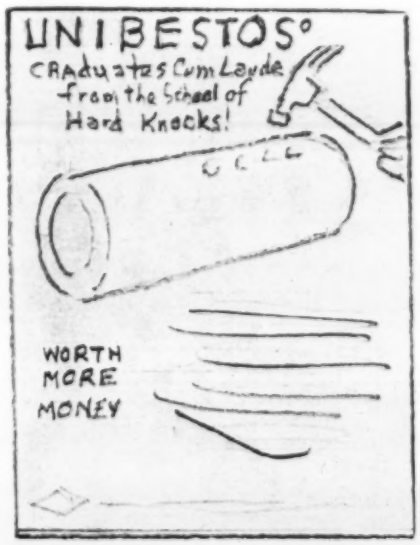
It is becoming increasingly necessary to curb frenzied merchandising—among other reasons because the broad trend of retailing toward self-service, toward warehouse type of displays, makes ever-stronger brand demand more and more vital. Frenzied merchandising practices tend to drain the advertising budget, and they also tend to drain the effectiveness of the advertising concept because so often these frantic merchandising concepts shape the advertising concept.

I've remarked before, and I'll say it again: The marketing world needs more and more effective advertising—and less of the gimmicks that are usually confused with that sadly abused term "merchandising." The pre-sold brand simply must become more of an actuality and less of a semantic phony. Both self-service and the now-rapid emergence of the store-controlled brand make this inevitable.

And on this point I should like to remark that advertising needs more consistency of basic theme. Our old-time advertisers—without benefit of motivational research, without benefit of such concepts as "brand image" and "profile"—tended to take one persuasive concept (It Floats) and stay with it. But so-called modern merchandising, among other factors, tends to make each season's adver-

DRAWTHINKS

The COPYWRITER'S Art Course by Pinson



(A)

It matters not how rough the 'rough' . . .

if all the elements are present in understandable form.

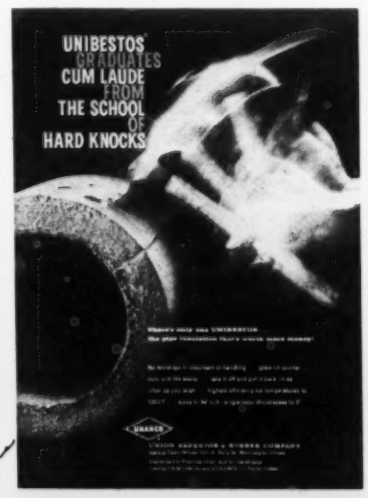
"I believe at least a brief conference between copywriter and artist *before the layout* is important," says Arthur Warren, co-creative director of William Hart Adler Inc., Chicago.

"Even *one minute* of discussion can help establish agreement on the style and tone of the ad.

"Next, a thumbnail rough tells a pretty complete story to the artist. This *one-third-size* copy rough for a Union Asbestos & Rubber Co. trade ad (A) contained everything art needed as a springboard for its own contribution. All the elements are there in understandable form, and their relative importance is indicated.

We improved on the writer's rough positioning and gave his idea visual impact (see proof).

"Headline treatment and the use of a 'Strobe' photo of the hammer are the artist's creative contribution within the *idea* framework of the original rough."



Next: "Looking at Layouts"

tising program almost totally different from the previous season's.

■ It is the everlasting pounding away at a single persuasive thought, with all of the brilliance that can be marshaled, that is the proved procedure for building the strongest "brand image" and the strongest brand demand. Gimmicky merchandising takes away both the ad dollars and the consistency of aim that are the essentials in this self-service age of giant retailers who are now building controlled brands that will make mere brand preference and mere brand acceptance of precious little value. #

Learning from the Retail Ads . . .

The 'Phony Proof' Ad

By Clyde Bedell

(Mr. Bedell is a consultant in creative advertising and advertising training.)

Retail and small-space advertisers of all kinds, and media, and mail order advertisers—seduced perhaps by the tactics of today's "great" national advertisers—frequently run ads that either state or imply that their broad claims are substantiated by some vaguely referred-to research, or that some impossibly-precise research supports their claims.

In some cases the claims are valid. But the ads fall far short of substantiating it. Hence they are not believable and must seem juvenile to many readers.

In the ad shown here, we read: "An analysis of readership by type of content shows that among women, advertising is in first place," etc. Additional claims follow—all based on this "analysis of readership."

What in the world
(of newspaper reading)
interests a woman most?
FOOD?
ADVERTISING?
FASHION?
ANSWER: WOMEN ARE WILD ABOUT ADVERTISING!
An analysis of readership by type of content shows that among women, advertising is in first place. Among men readers advertising ranks third, just ahead of the sports news. This readership by both sexes is entirely voluntary, making for a very receptive atmosphere for advertisers to register solid impact with their sales messages. That's why so many use the daily newspaper.

■ What analysis?

Did a reporter make the analysis?

Did a questionnaire, sent out by the newspaper?

In any event, "proof" of this kind is phony to readers. And that which had the potential of being a very good ad, directed by a local publisher in his own columns to all his readers, turns out to be a bit of baseless fluff that convinces no one. A pity, for properly supported, this is a wonderful truth as regards newspapers and retail advertising. The claim could have been supported.

■ The national prototypes of this kind of advertising are common. I have just read an ad for a product that claims to "relieve colds, sinus pain 53% faster than other leading antihistamine cold tablets." This is more amusing than convincing. Another product has a "new interlining that's half the weight of ordinary linings, yet gives you 35% more warmth." Arrow shirts say, "It's Arrow for Christmas—

5 to 1," whatever that unelucidated headline means.

When advertisers use loose "proof," or figures of this kind, they usually make the "35" read "34" or "37," because it sounds more plausibly accurate than "30," or "35."

It is much easier to come up with broad and gelatinous general claims than it is to write briefly and convincingly of the specific—even if it does waste the space, the advertiser's money, and the readers' time. It is easier to write something precisely specific in an area of research where the precise is impossible, than it is to get the public to believe it. #

Looking at Radio and Television . . .

Bring on the Girls

By the Eye and Ear Man

A recent radio broadcast by the renowned Ed Murrow has done much to bring back the reputation of radio because of the resultant impact on the press. It is also probable that the listeners to radio are on the increase because they are afraid of missing any more juicy tidbits like an exposé of prostitution in big business to further said business.

The provocative subject often hinted at in this section deserves an equally candid public airing. Before proceeding, a disclaimer. The information gathered in this documentary is purely second-hand taken from testimony of either the giver or the receiver of the calculated charms of the "hooker"—or professional mistress in the vernacular of the radio and television trade.

Lest there be any doubt in the minds of the innocent, it must be promptly stated that the hooker is a well known artifice in the fine art of buying and selling television programs or time. The purpose is to soften up a prospective buyer, lower his sales and bargaining resistance, and by the use of broad public hints, to exert a mild form of blackmail.

■ Sometimes the professional mistress is introduced at a cocktail party in honor of the bigwigs of a company with lots of loot and a big television budget. She is hired to be the handservant of a single mogul and is told to obey his every whim. He is sometimes unaware of this purpose. He suddenly finds a beautiful girl (*and they are peaches, pal*) hanging on his every word and then on his arm and then suggesting that they go to a little club she knows and then why not a nightcap at her place. The guy is only human and he thinks he's made a conquest. Too late the phalarope.

Other less subtle methods consist of taking an out-of-town visitor to an all-male business dinner. After the business has been resolved, the buyer is taken to a hot spot and the hosts enter into the old male game of ogling the good-looking dames with other guys, the strippers or hostesses, and the talk turns to subjects tending to arouse the libido. Then when the host is finally returned to his hotel in heat, he goes up to his room, and lo and behold, he finds his bed occupied with a full-blown Aphrodite, who announces she is his "dessert."

It is probable that from time to time an executive is able to resist these overtures.

There are of course cruder techniques. At the conventions, certain salesmen of programs or devices or services engage a number of hostesses whose ostensible job is to demonstrate the product. More often than not they are to be found in adjoining rooms demonstrating.

■ There are several public relation firms which are employed to set up parties for important clients. It is absolutely true that the managements of the companies involved are not aware of the details of the setup. Sooner or later they know that some very attractive girls, "models," have been invited and that they go off happily with the buyers. The bill that comes from the pr is a whopper and is paid without question.

In smaller towns radio or television stations hire pretty girls for a fee larger than normal to be salesladies or receptionists or even performers. They are sent out to the airport to meet a visiting time buyer and are instructed to spend every minute with him. They do.

There are some fun-loving moguls, who actually proselytize the new buyers on the road on the virtues of hiring a professional and getting it over with as opposed to the chase and the amateur often beyond the grasp of the frustrated middle aged would-be lover. These guys always have a number, and take joy in introducing their niece to the fellows at a big cocktail party and pass her on with full information of the price and virtues.

■ The ignorance of this practice as expressed by police officials and officers of large companies is appalling in its feigned innocence. To be sure, the practice is frowned upon by top company officers, but it is impossible to police it on the lower sales levels. Neither can the wayward officer, lonely, away from home and a normal life, be controlled when his passion conquers his reason.

Needless to say, the man who enjoys the ephemeral pleasures of the hired *femme fatale* swears he will not let it influence his business decisions. But the calculating host never lets him forget the favors he has accepted. And sooner or later, he finds a way to return the favor.

These practices are neither universal nor are they uncommon. They occur a little more frequently in Hollywood than in New York, but they occur whenever men in need of women work and play. #

From an Art Director's Viewpoint . . .

T-Bird in a Guilded Cage

By Andy Armstrong

A ship is always a *she*, but the automobile up to now has gone unclassified as male or female. You never hear an owner using a masculine or feminine pronoun when talking about his car. That thing in the garage is invariably an *it*.

Andy Armstrong

But say you had to assign a sex to all cars. Would you not find them predominantly male, from the Jordan Playboy rusting away in that junk yard just west of Laramie, to the Edsel, no matter what they say about it in the smoker?

Of the great American brands surviving from the hundreds that have risen and gone, nearly all carry the names of men. Chrysler, Dodge, DeSoto, Cadillac, Pontiac, Oldsmobile, Chevrolet, Buick, Ford, Lincoln, Mercury, Nash. Even Studebaker once believed in the masculinity of cars, naming its models the Commander, the President, the Dictator. Looking abroad, we find Mercedes, a lonely, brass-voiced Wagnerian female; but Renault and Fiat, Maserati and Ferrari, Jaguar and Aston-Martin and Austin-Healey, Alfa-Romeo and Aardvark VII, are undeniably male.

■ The attributes and qualities, too, that advertisers historically have claimed for their cars, from the Apperson Jackrabbit through the Stutz Bearcat to the Willys Jeep, have added up to a male-ness. This is true today even for such neuter-

sounding brands as Plymouth, Triumph, Rambler and Volkswagen. Power, stamina, ruggedness and speed are still masculine characteristics and perhaps will continue to be such, if we can forestall the female ascendancy so thinly disguised by all this talk of togetherness.

Admittedly, sex or the lack of sex in automobiles might never have come up if Ford, that sentimental old matchmaker, had not staged a second run for this grease-gun wedding of the Thunderbird and the Galaxie. This is pushing animism pretty far, even for advertising, ascribing conscious functions and customs to heaps of metal. It is a new and fascinating concept for the motivational boys to chew on, unless they were responsible for it to begin with. The garlands and the language are reminders of a fertility rite in the Michigan forests before the Age of Iron.

■ Since Ford pivots this story on a marriage, one of these automobiles must be male and the other female. If the Galaxie symbolizes the male, he will not get three blocks through some neighborhoods with a name like that. Thunderbird has a much more masculine sound. But if *he* is the male in these fanciful nuptials, burlesque takes over indeed. In this new role of groom, the fiery little "personal car" that burst upon us several years ago with a crashing style and a reverberating name falls back to the post of undersized consort for a fat queen bee.

■ This is somewhat less than Thunderbird deserves. After jimmying a second seat into this bomb, converting it to a family vehicle measurably more useful and attractive than yellow shoes, its maker appears intent on casting it, with this ungraceful marriage, as the Walter Mitty of the American road. Here could be the final step in depreciating what promised to be a great marque, as the British call it. Total loss of dignity for the Thunderbird seems a high price to pay to get a short-term deal like the Galaxie off the ground.

■ Metaphor is ground to hamburger in this advertising. Too ambitious symbolism borrowed from human society and applied to the behavior of inanimate vehicles brings on confusion. Things would have been a lot simpler, although hardly less ludicrous, if the Thunderbird had exchanged rings with the Mercury or the Continental, begetting an eligible debutante called the Galaxie.

The way the story sits now, can a Galaxie sleep nights, suspecting he has broken up a happy pair? Can he even be sure he has brought the right one home? #

Tyler Picks Ten . . .

Choices for 1958

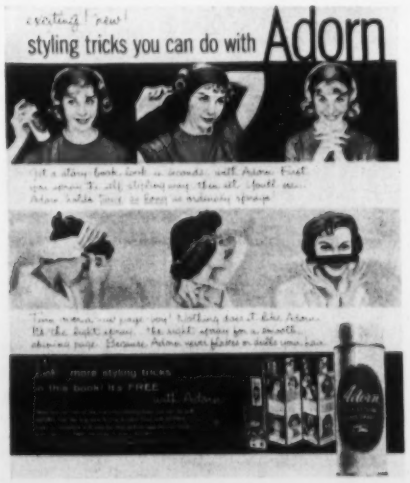
By William D. Tyler

The time of year has come when every self-confessed pundit worth his salt rears back, clears his throat and pronounces judgment on the work of his peers by presenting his selection of the "Best of '58." Never one to be outdone in the realm of pontification, this department presents the following ten. Not as necessarily *the* best, but ten *of* the best, and that you cannot deny. Arranged alphabetically, you will note—a coward's way out.

W. D. Tyler

Adorn Hair Spray

This leader in a new cosmetic category is an advertising, rather than a product, success. Evidently, it has no significant competitive advantage, which is probably why Alice Westbrook, vp of creative services of North Advertising, Chicago, elected to introduce it with a service campaign.



"Styling tricks you can do with Adorn," formed the basis of the advertising and directed the consumer's attention to the booklet of styling hints attached to the package. It worked. Art director, Sam Cohen; copy, Joan Sweeney.

Band-Aid Sheer Strips

This was a one-shot ad in *The Saturday Evening Post* last summer. Its purpose: to introduce the new-model Band-Aid. The ad, as you can see, is a striking one. It was laid out by Young & Rubicam's Art Cady and written by Ed Ryan. But what made it great was the idea of Cliff Smith to use that page for what we imagine was the lowest-cost mass-sampling ever conducted. The trick, of course: an actual Band-Aid was affixed to the page.

Buick—The Car

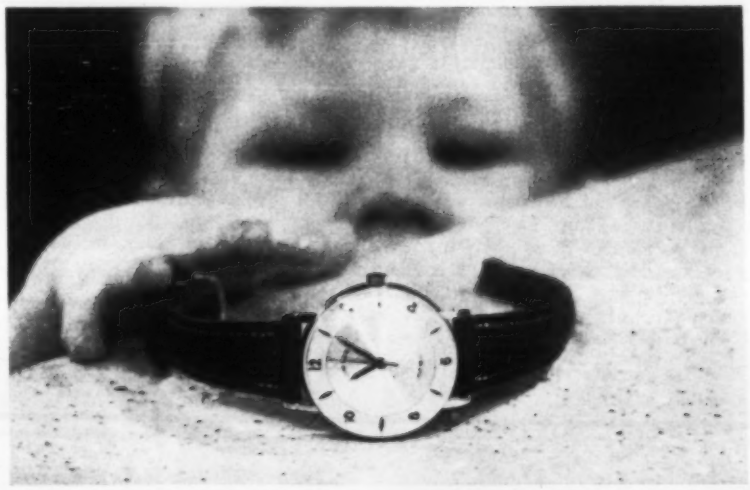
Amid all the bombast and hyperbole of another season of typical new-car introductions, Buick dropped a bombshell that left all the others just standing there with bags full of unused adjectives. Buick cut through all the flamboyant oratory of competition by employing a weapon seldom used in this arena: the simplicity that bespeaks confidence. "*The* Car," a disarming phrase, turned the trick. Jay Socin of McCann-Erickson, in consort with Tommy Thompson and Bernie Lubar, was responsible.

El Al Airlines

This was the rule-buster, the triumph of inspired execution over solid selling base. The calculation of Bill Bernbach of Doyle Dane Bernbach was that this little-known airline could become most favorably known most quickly if each advertisement were treated as though it were a campaign in itself. Each ad was an exercise in creative ingenuity. This series was undoubtedly the most exciting print campaign of 1958. Dave Reider was the writer and Bill Taubin the art director.

Elgin Watch

Watch manufacturers have gone to almost unbelievable lengths to develop advertising proof of the ability of their products to resist shock and immersion. The various torture tests have turned into colossal productions. Not Elgin's. When they decided to demonstrate the ruggedness of their entry, they simply put a baby down on a tile floor and let him bang hell out of it, ending up by dunking it vigorously and enthusiastically in the dog's dish. Simple idea, but mighty penetrating. Art directors were Art Lunn and Charles R. Prilik; writer, Bill Rega; producer, Hooper White of J. Walter Thompson Co., Chicago.



McGraw-Hill

This ad appeared in business papers only. Its impact was tremendous. It presents the best case for business-paper advertising I have ever read. And it does so with primer-like simplicity. The formidable-looking model isn't even a pro, but one of the agency's account executives. The layout was by Fuller & Smith & Ross' Charles Fitzpatrick. The copy (and isn't it great?) was Henry Slesar's.

Rolls-Royce

This is the ad reported to have delivered leads in Chicago alone that were responsible for over $350,000 worth of new-car sales. What is so wonderful is that this was the first time Rolls-Royce ever came down off its high horse and told you what was so unusual about this car and why it costs so much. The subject matter made

fascinating reading, more fascinating because it was all news to an American public that knows the Rolls more as a name than a car. Written by David Ogilvy of Ogilvy, Benson & Mather.

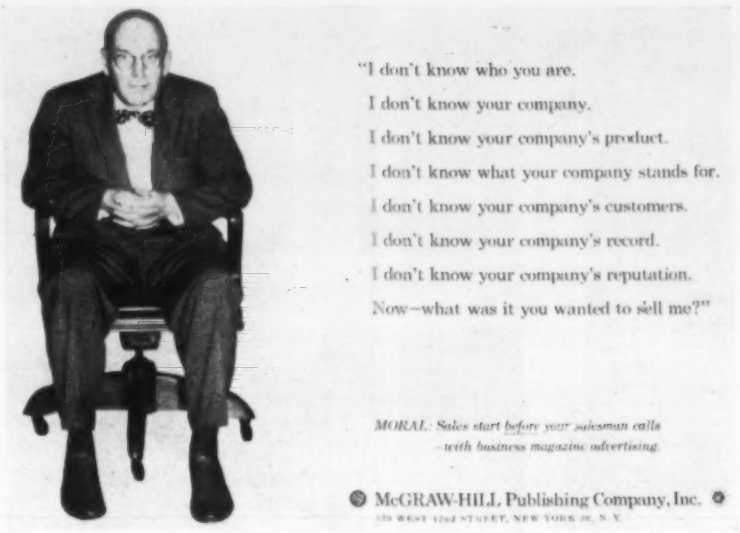
"Would you believe it . . . I have a cold!"
VICKS
cold tablets
New Vicks Double-Buffered Cold Tablets act to
relieve colds, sinus pain 53% faster
than other leading antihistamine cold tablets

Vicks Cold Tablets

In this campaign, Morse International's Rolt Smith seems to have hit upon one of those unpredictable phrases that leaps off the page and impinges itself upon a nation's memory nerve, and does so almost overnight. "Would you believe it . . . I have a cold!" has that peculiar quality. It is indeed fortunate that it also contains one of the most believable promises a cold preparation could have. Art director was Warren Boge.

Zest Deodorant Bar

In an industry noted for factual and logical selling approaches, the success of


"I don't know who you are.
I don't know your company.
I don't know your company's product.
I don't know what your company stands for.
I don't know your company's customers.
I don't know your company's record.
I don't know your company's reputation.
Now—what was it you wanted to sell me?"
MORAL: Sales start before your salesman calls —with business magazine advertising.
McGRAW-HILL Publishing Company, Inc.

Zest television advertising points up the possibility of selling through mood and manner. Without probing too deeply into the motivations involved, it goes without saying that these commercials have reflected a highly desirable end result to consumers without relying on appeals based on facts and evidence. Murray Crummins' creative group under Vic Bloede at Benton & Bowles is responsible; Len McKenzie and Phil Davis for the rabble-rousing jingle.

Zippo Lighters

Probably the best lighter ad of all time was the institutional ad shown here. It doesn't ask for the order, it doesn't offer a headline promise, it talks about what a great guy the manufacturer is—and yet this will probably sell more Zippo lighters, directly and indirectly, than any other ad. That's because this essay places the Zippo as a product of quality and integrity in a way few business men will forget. David McCall of Ogilvy, Benson & Mather wrote it, and Gerald McLaughlin laid it out. #

Credit for Massimi

In Bill Tyler's January column, ADVERTISING AGE erred in attributing two ads to Jim Jordan of BBDO. Jordan correctly deserves credit for the Lucky Strike ad which Tyler called the "best Christmas ad," but not for the ABC radio network ad which was also cited. The ABC alarm clock ad was done by Gabe Massimi.

We're sorry we loused up the credit.

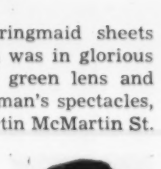
The Peeled Eye Department . . .

'For Love or Money'

By Dick Neff

Which was in 'Mad' and which was an ad?

The copy for the Springmaid sheets opus you see here, which was in glorious full color, revealing one green lens and one red one in the gentleman's spectacles, read as follows: "Mr. Martin McMartin St. Martin III, famous sports car buff, says: 'For love or money, you can't beat a Stutz Bearcat for style or stamina. The same thing is true of Springmaid sheets. I used them on my yacht until I lost it in the storms of the recession. But I salvaged the running lights and made seat covers out of the sheets. My driving cape came from the draperies, but my crash helmet was designed in London. You can't go wrong on a Stutz Bearcat'." (But what about a yacht?)



Dick Neff

The copy for the Goldbrick cuff links ad reads as follows:

"People can tell these Goldbrick Cuff Links are 14 karat solid gold, because they have '14K' written all over them in great big letters. And not only do these cuff links look expensive, they *are* expensive! $66 the pair (all taxes included). So tap Dad for 66 clams, and send for a pair today! You'll be the envy of all the other rich kids!"

Advertising experts, arise! Which one (or ones) was a *Mad* magazine feature and which one (or ones) was a real ad? Which sold the most Bearcats or sheets or cufflinks, or whatever? Who's on first?

How to write a want ad

A want ad in one of the New York papers recently read as follows: "Sectv-advtg.—$90-100—Love & Kisses; Key Agcy, 11 E 44"

Filled with, we hope, an idle curiosity as to what goes on in that crazy, mixed-up world outside our well-bred advertising agency's walls, our secretary called the Key Agency and asked just what was expected, anyway, of the secretary who took this job.

Miss Kyra K. Berkley, the lady on the other end of the wire, after a severe laughing fit, explained somewhat hysterically that it was all a mistake.

It seems that she knew the man in charge of the classifieds from many previous dealings and had simply added "Love & Kisses" at the bottom of the page as a cheery note to her friend. (The personal touch always pays off.)

Well, he or the printer apparently thought she wanted it as part of Key's ad, so that's the way it ran.

And the climax to our little story, as you probably guessed, is this: The ad got such a fantastic response, Key decided to keep running ads that way.

But what was the job all about? Secretary to a radio and tv producer in an advertising agency. *"Strictly on the level,"* said the lady from Key, with firmness and emphasis.

HEY, RICH KID!
DON'T BE ASHAMED BECAUSE YOUR OLD MAN MAKES A PILE!
BE PROUD YOU'RE RICH!
SHOW OFF
WITH GENUINE 14 KARAT
GOLDBRICK CUFF LINKS
WEAR A PAIR OF GENUINE 14 KARAT GOLD BRICK CUFF LINKS, AND LET THE WHOLE WORLD KNOW HOW RICH YOU REALLY ARE!

Lost something in the translation

We're real sorry the makeup masterpiece Tom Gad of SSC&B sent us wasn't reproduced in a recent column. Without it, his comments may have seemed a bit mystifying.

To clear things up, an ad of which the most dominant feature was a display line reading PARKINSON'S DISEASE? ran right alongside an ad with the headline, "Try Old Crow—and discover how mild a bourbon can be."

Tom, you may remember, protested this bit of makeup because, as a drug writer, he felt it was unfair competition. But he added that as a consumer he was delighted, for he knew "hooch" was a health-giving beverage all the time.

[*Editor's Note: Sorry, Dick, but there's a jinx on that juxtaposition of Parkinson's disease and Old Crow. The ads ran in our Voice column Dec.* 22, *and in your own Peeled Eye column Jan.* 26, *when you did* **not** *comment on them; but we can't seem to get them into the same column with your comments.*]

Granny Goose

We are pleased to pass on this information from Parker Wood of Harris-Harlan-Wood, division of Fletcher D. Richards Inc., 58 Sutter St., San Francisco 4, Cal.:

The Granny Goose Foods "Tenth Annual Report," a little humorous classic which Dave Savage passed along to us and excerpts of which we printed Dec. 29 as The Peeled Eye-Tem of the Year, was the joint effort of art director Jack Keeler and copywriter Carol Pauker.

We urge you to write Granny Foods, 916 98th St., Oakland 3, Cal., and ask them for the complete report. Our excerpts didn't begin to do justice to it; it's free; and we're convinced it will soon be a real collector's item. #

Revell, 'Motor Trend' Plan Auto Designing Contest

Revell Inc., plastic model kit manufacturer, and *Motor Trend* will launch a year-long Project Ideas contest in February in which contestants will use a special Revell custom car kit to fashion car styles of their own designs. Each kit contains a number of variants of each major portion of an auto.

Page ads announcing the contest will run in February issues of *Boys' Life*, *Motor Trend* and *Scholastic Magazine*. *Motor Trend* will run a standing editorial feature on the contest throughout the year. Grand prize will be an Esther Williams swimming pool and the 1,500 builders of these pools will use window displays of Revell kits and *Motor Trend* ad reprints during the promotion.

WTRF-TV STORY BOARD

A newsstand operator in a mid-Western metropolis was suspected by the police of making book. One day they paid him a little visit. "Those two Cadillacs parked in front there," inquired one cop. "They belong to wealthy customers?"

"No," said the newsman, "they're both mine. You see, I don't have a phone and have to go across the street to the automobile dealer eight or nine times a day to use his 'phone. Well, how many times can you go into a store without buying something?"

● You're really buying something when you buy WTRF-TV (NBC), in Wheeling, W. Va. This booming Ohio River Valley is the nation's 37th TV Market, with 425,196 TV Homes where 2 million people have a spendable income of $2½ billion annually. The George P. Hollingbery Company can give you more details.

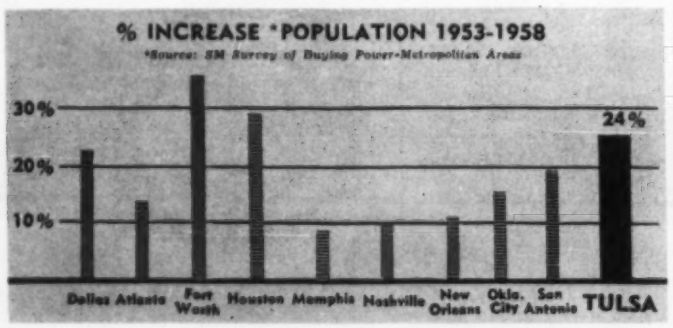
CHANNEL SEVEN ● WHEELING, WEST VIRGINIA

'Electronic Design' to Accept Catalog Inserts

Electronic Design, New York, will accept catalog inserts from eight to 32 pages for binding into the center spread. Binding charges will be waived, as will the usual center position charge of $150 for such catalog units over eight pages. Special rate structure will offer discounts from 25% to 50% of usual earned page rates. An eight-page catalog, for example, will cost $596.25 per page instead of the usual $795. A 32-page catalog insert will cost $367 per page, or approximately half of the usual b&w page price.

Chateau Foods to Rodgers

Chateau Foods, Cicero, Ill., has named Sherwin Robert Rodgers & Associates, Chicago, to handle advertising for its frozen food specialties.



GROWTH—Can Mean Sales to YOU

We said **can**—not necessarily **does!** The trick is in reaching this expanding market of high income families in the way it **wants** to be reached. And this rich market **wants** the World and Tribune, because it pays for *172,309 copies daily. Now, we're right proud of that . . . and you'll be right proud of the way this market takes to your merchandise . . . through the pages of our papers!

*Sept. 30, 1957 ABC Publisher's Statement

For More Business, Use the Oil Capital Newspapers

TULSA WORLD **TULSA TRIBUNE**

MORNING ● EVENING ● SUNDAY

Represented Nationally by The Branham Co. Offices in Principal U.S.A. Cities

If you want to sell hobby equipment—from fishing creels to cameras—go where every page is full of ideas that sell: Better Homes and Gardens, the family *idea* magazine. BH&G's home-centered families have the incentive and the income to ride hobbies hard, and they do. Take the Handyman Hobby, for instance: Better Homes & Gardens families bought 2,280,000 power tools within a recent two and a half year period.*

*BH&G Continuing Study, June, 1958

During the year ⅓ of America reads **BH&G** . . . the family idea magazine

HONORED—*The top three winners in the 27th National Competition of Outdoor Advertising Art, sponsored by the Art Directors Club of Chicago, were Morton Salt Co. (gold medal); Jackson Brewing Co. (silver medal) and Standard Oil Co. (bronze medal). Needham, Louis & Brorby, Fitzgerald Advertising Agency and D'Arcy Advertising Co., respectively, are the agencies producing the posters. Above are the winning posters.*

Jobber Paper Changes Name

Jobber Product News, an automotive wholesaling monthly, has changed its name to *Jobber Product News & Jobber News*. Purpose of the change is to affirm that the newspaper carries news about the jobber industry, not just the products which jobbers handle. Stanley Publishing Co., Chicago, is the publisher.

Barricini Sets 6-Month Drive

A consistent large-space newspaper schedule forms the backbone of a six-month campaign by Barricini Candies, New York. In addition to special-interest publications, newspaper ads will run in metropolitan New York, Boston, Philadelphia and Washington. Mogul, Lewin, Williams & Saylor, New York, is the agency.

Norman D. Waters Adds 1

Friendship Greetings, New York, has appointed Norman D. Waters & Associates, New York, to handle advertising for its greeting cards and gift wraps, distributed exclusively through supermarkets. L. Sanford Waters, formerly with Ben Sackheim Inc., has joined the agency as a space buyer.

Agency Changes Name, Moves

The name of Lance Advertising Agency, Los Angeles, has been changed to Joel Douglas Advertising in order to incorporate the name of its principal owner. Offices have been moved to larger quarters at 7461 Beverly Blvd. Elinor Adelson, formerly with MCA-TV, has joined the agency as creative director.

Gregory to Store Detailing

Thomas M. Gregory, formerly national ad manager of the *Pittsburgh Post Gazette*, has been appointed vp and general manager of Store Detailing Inc., publisher of *Tri-State Food Trade*, a Pittsburgh-based regional food business paper.

Toy Seller to Product Services

Wershaw-Gould Co., toy manufacturers' representative, has appointed Products Services, New York, to handle a year-round campaign for the company's participating members. Wershaw-Gould previously did some spot tv advertising, placing it direct.

ACCENT ON LIVING
See Page 76

Coming Conventions

*Indicates first listing in this column.

Feb. 12-14. Northwest Daily Press Assn. annual meeting, Hotel Pick Nicollet, Minneapolis.

Feb. 15-17. Inland Daily Press Assn., winter meeting, Drake Hotel, Chicago.

*Feb. 26. Associated Business Publications, annual eastern conference, Roosevelt Hotel, New York.

Feb. 26-28. Illinois Daily Newspaper Markets, local and national advertising managers workshop clinics, Leland Hotel, Springfield, Ill.

March 2-3. New England Newspaper Advertising Executives Assn., winter meeting, Parker House, Boston.

March 5-6. Assn. of National Advertisers, Advertising to Business and Industry, Hotel Webster Hall, Pittsburgh.

March 5-6. Magazine Publishers Assn., Public Affairs Council, Sheraton Park Hotel, Washington, D.C.

March 6-8. Affiliated Advertising Agencies Network, Midwest regional meeting Lake Lawn Lodge, Delavan, Wis.

March 15-18. National Assn. of Broadcasters, annual convention, Conrad Hilton Hotel, Chicago.

March 24-26. Point-of-Purchase Advertising Institute, 13th annual exhibit, Palmer House, Chicago.

April 1. Assn. of National Advertisers, Advertising Research Workshop, Hotel Pierre, New York.

April 1-3. Sales Promotion Executives Assn., annual conference, Hotel Roosevelt, New York.

April 5-8. National Retail Merchants Assn., sales promotion division, Eden Roc Hotel, Miami Beach.

April 7. Premium Assn. of America, 26th national conference, Navy Pier, Chicago.

April 12-16. National Business Publications, annual West Coast meeting, Santa Barbara Biltmore, Santa Barbara, Cal.

April 12-16. National Business Publications, annual spring meeting, Jokake and Paradise Inns, Phoenix, Ariz.

April 20-23. American Newspaper Publishers Assn., annual convention, Waldorf-Astoria, New York.

April 23-25. American Assn. of Advertising Agencies, annual meeting, Greenbrier Hotel, White Sulphur Springs, W. Va.

April 26-29. National Assn. of Transportation Advertising, annual convention, The Greenbrier, White Sulphur Springs, W.Va.

April 29-30. International Advertising Assn., annual convention, Hotel Roosevelt, New York.

April 30-May 3. Advertising Federation of America, Fourth District, Tides Hotel and Bath Club, St. Petersburg, Fla.

May 3-5. Magazine Publishers Assn., annual spring meeting, Greenbrier Hotel, White Sulphur Springs, W.Va.

May 4-6. Assn. of Canadian Advertisers, 44th annual conference, Royal York Hotel, Toronto.

May 17-20. National Newspaper Promotion Assn., national convention, Hotel Deauville, Miami Beach.

May 20-22. Assn. of National Advertisers, spring meeting, Edgewater Beach Hotel, Chicago.

May 24-27. Associated Business Publications, 53rd annual meeting and management conference, Skytop Lodge, Skytop, Pa.

June 7-10. Advertising Federation of America, 55th annual convention, Hotel Leamington, Minneapolis.

June 8-11. Outdoor Advertising Assn. of America, national convention, Sherman Hotel, Chicago.

June 12-16. National Federation of Advertising Agencies, annual convention, Chatham Bars Inn, Chatham, Mass.

June 14-17. National Industrial Advertisers Assn., national convention, Fairmont and Mark Hopkins Hotels, San Francisco.

June 17-19. American Marketing Assn., national conference, Hotel Statler, Cleveland.

June 21-24. Newspaper Advertising Executives Assn., summer meeting, The Homestead, Hot Springs, Va.

June 28-July 2. Advertising Assn. of the West, 56th annual convention, Tahoe Tavern, Tahoe City, Cal.

June 28-July 4. National Advertising Agency Network, annual management conference, Del Monte Lodge, Pebble Beach, Cal.

Oct. 25-28. National Newspaper Promotion Assn., central regional meeting, Schroeder Hotel, Milwaukee.

ABP Issues Accounting Booklet

Associated Business Publications, New York, has distributed to member publishers its third revised edition of "The Theory of Accounting for Business Publications."

Coulter Named A.M.

William S. Coulter has been appointed advertising manager of the Girdler Process Equipment division of Chemetron Corp. He was formerly advertising coordinator.

McGannon Hits TV Critics' Lack of 'Objectivity'

ATHENS, GA., Feb. 3—An appeal for fairness and objectivity on the part of television's critics was made here last week by Donald H. McGannon, president of the Westinghouse Broadcasting Co., in a speech before the Radio-Television Institute of the University of Georgia.

Mr. McGannon said he does not agree with some broadcasters, who think there has been a calculated effort on the part of the press to attack tv on all fronts because it has "captured so much of the advertising that formerly went to print."

But he does see an "alarming tendency on the part of reporters for the printed media, and some very good and respectable printed media too, to relate their viewpoints on television without undertaking to get the other side of the story." He asserted that "there has been some deplorable reporting—hardly justified in light of the continuing protestations of the American press that it is impartial in its news columns."

■ The Westinghouse executive said tv is suffering from the "frustration and inadequacy of some critics," who can't be experts on all the types of entertainment they must cover on tv and who become jaded with too much viewing.

"If the newspapers in which some of these comments appear were to follow some of the policies commended to television by their staff writers, our daily press would more closely resemble the lofty editorial objectives of *Harper's* or *Atlantic Monthly*," he said.

Mr. McGannon said tv would and should continue to receive criticism, some of which is justified, but he suggested the industry could improve its position with its critics by (1) "using our own medium to sell our own medium" and (2) "doing a more aggressive and constructive job of personal contact with [the critics]—in order that they may learn, as we know, that broadcasters throughout the nation—large and small—constantly are endeavoring to improve product and performance." #

Westinghouse to Launch Defense Products Campaign

Westinghouse Electric Corp.'s defense products group will launch its first consolidated ad program in February. A spread, telling how the group increases "capabilities for defense," is scheduled for February issues of *Air Force, Armed Forces Management, Astronautics, Aviation Week, Missiles & Rockets, Scientific American, Signal* and *U. S. Naval Institute Proceedings*. The ad, the first of a series, is also scheduled for the March *Ordnance*, a bi-monthly. Ketchum, MacLeod & Grove, Pittsburgh, is the agency.

WOAI Names Preis, Cheviot

Rex Preis has been named station manager of WOAI, and Edward V. Cheviot has been appointed station manager of WOAI-TV, San Antonio stations. Both formerly were commercial managers of their stations.

MAKE 'EM LAUGH!
Friendly prospects buy quicker. Make yours laugh with the "Let's Have Better Mottoes" monthly mailings. Unusual—effective—economical—exclusive. Write for details on your business letterhead.
FREDERICK E. GYMER
2121 E. 9th St., Cleveland 15, O.

DON C. MILLER, *formerly senior vp of Kenyon & Eckhardt, has been elected marketing vp of B. F. Goodrich Co.*

Two Join Headley-Read

Robert A. Schmid has joined Headley-Reed Co., New York, radio-tv station representative, as a vp. A former vp of Mutual Broadcasting System and RKO Teleradio, he most recently was station relations vp for NTA Film Network. He will continue as owner of WESC, Greenville, S.C. Headley-Reed also has added Lee W. Swift Jr., formerly with WVUE, Wilmington, to its radio sales staff.

Phoenix Broadcasters Elect

John Redfield, KIFN, has been elected president of Metropolitan Phoenix Broadcasters for 1959. Other new officers are Howard Stalnaker, KPHO-TV, vp, and Sheldon Engel, KRIZ, secretary-treasurer.

'Select' Names Poh

Caroline Poh, formerly a copywriter at Hoag & Provandie, Boston, has been named advertising manager of *Select*, a Madison, Wis., monthly magazine.

QUINCY, ILL.

HUB OF AN ISOLATED TRI-STATE MARKET
Qualifies as a Major Midwest Test Market

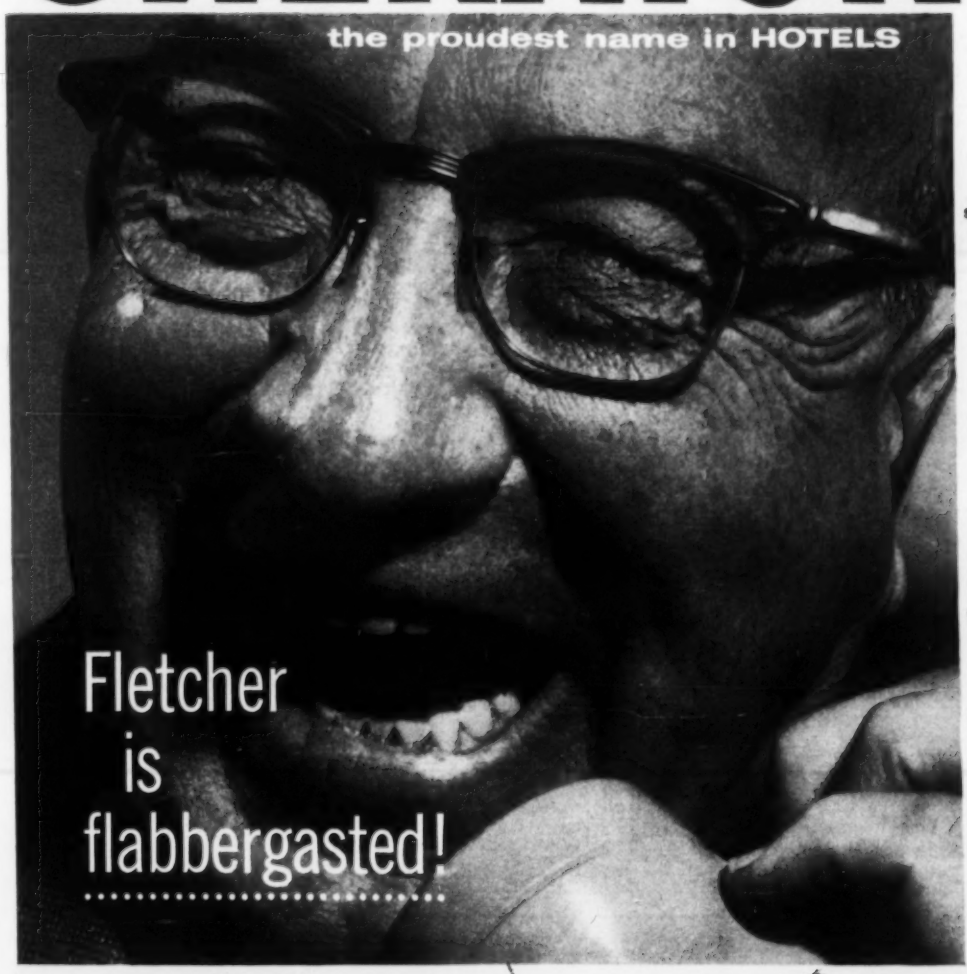
THE QUINCY HERALD-WHIG sells this rich, expanding market of 333,000 population with Daily and Sunday Saturation.

ONE NEWSPAPER WIDE

THE QUINCY HERALD-WHIG
HAL CULP, Advertising Manager • Phone BA 3-5100

50,111 ABC CITY ZONE POPULATION

SHERATON



Which of these 39 cities is your next stop?

EAST
NEW YORK
BOSTON
WASHINGTON
PITTSBURGH
BALTIMORE
PHILADELPHIA
PROVIDENCE
ATLANTIC CITY
SPRINGFIELD, Mass.
ALBANY
ROCHESTER
BUFFALO
SYRACUSE
BINGHAMTON, N.Y.
(opens early 1959)

MIDWEST
CHICAGO
DETROIT
CLEVELAND
CINCINNATI
ST. LOUIS
OMAHA
AKRON
INDIANAPOLIS
FRENCH LICK, Ind.
RAPID CITY, S. D.
SIOUX CITY, Iowa
SIOUX FALLS, S. D.
CEDAR RAPIDS, Iowa

SOUTH
LOUISVILLE
DALLAS
(opens early 1959)
AUSTIN
MOBILE

WEST COAST
SAN FRANCISCO
LOS ANGELES
PASADENA
PORTLAND, Oregon
(opens fall 1959)

CANADA
MONTREAL
TORONTO
NIAGARA FALLS, Ont.
HAMILTON, Ont.

. . . Sheraton's ***RESERVATRON*** got him his hotel reservation in just 4 seconds!

A call to the nearest Sheraton Hotel sets in motion the world's fastest hotel reservation service. ***RESERVATRON,*** new electronic marvel, reserves and confirms your room in any Sheraton Hotel coast to coast in split seconds! For hotel reservations for your next trip, just phone Sheraton. Let ***RESERVATRON*** take it from there.

FREE BOOKLET to help you plan trips, sales and business meetings, conventions. 96 pages, describing Sheraton facilities in 39 major cities. **MEMBERSHIP APPLICATION** for the Sheraton Hotel Division of the DINERS' CLUB. This card is an invaluable convenience for the traveler — honored for all Sheraton Hotel services.
Just send us this coupon —

Sheraton Hotels, Dept. 59, 470 Atlantic Ave., Boston 10, Mass.
Please send me, without obligation: ☐ Sheraton facilities booklet
☐ Membership application for the Sheraton Hotel Division of the Diners' Club
Name.....
Address.....
City.....*Zone*.....*State*.....

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

Radio's Liquor Ban Brings a Rebuttal in Beer's Favor

To the Editor: It seems to me that Theodore Jones, president of Radio Station WCRB, in explaining his station's cancellation of the Nuyens vodka commercials, doth protest too much. It is of course his privilege to attempt to justify his position but it is hardly necessary for him to pontificate on the general subjects of alcoholic beverages, morals and alcoholism, subjects upon which he is obviously not too well qualified.

We refer specifically to his dictum (AA, Jan. 12) to the effect that "It is hypocritical to allow beer and wine advertising as 'moderate beverages' when our mental hospitals have so many cases of beer and wine alcoholics."

Well, now! It seems quite obvious that there is a slight difference in beverages such as distilled spirits which contain 45% alcohol and American beer which contains on the average 3.7% of alcohol by weight. In other words, if a person sets out to become intoxicated (which I suspect very few do) he will not try the 3.7% beverage. As a matter of fact malt beverages have for centuries been accepted as the beverage of moderation.

In 1787 the Massachusetts general court passed an act exempting brewers from "all taxes and duties of every kind for a period of five years." The purpose was to "encourage moderation" among Bay State citizens.

I doubt if Mr. Jones would find very many inhabitants of mental hospitals who got there through drinking malt beverages. As a matter of fact an outstanding authority (Dr. Leon A. Greenberg of Yale University) states that: "The alcohol content of this beverage (beer) is so low, and the quantity required to produce intoxication so large, that it may properly be considered a nonintoxicating beverage."

An article published by the National Beer Wholesalers Assn. of America quotes many medical authorities who say, "Beer is similar to milk in chemical composition," beer is established as a "health food," "expectant mothers retain good teeth drinking beer," "study shows beer's nutritive values," "nutrition expert calls beer 'food,' " "French doctor calls beer 'liquid food,' " "beer restores energy," "beer relaxes you," etc.

No, beer is not consumed primarily by inhabitants of mental institutions. It is consumed in moderation by millions of our citizens who find in it what it always has been—America's refreshing, healthful beverage of moderation.

Thomas F. Kelley,
Executive Secretary and Counsel, Massachusetts Wholesalers of Malt Beverages, Boston.

• • •

Arrows in Good Standing, Armstrong Is Reminded

To the Editor: When Andy Armstrong discovers arrows flying in all directions, he will be forgiven if his countenance takes on a gloomier look than usual.

Since Andy takes a dim view of arrows, or is allergic to such devices, let him be cheered by the manufacturer who made somewhat of a success with "Follow the arrow and you follow the style."

50% of Mr. Armstrong's article (AA, Jan. 19) is devoted to unqualified praise of the Air France ad. He should have stopped right there, since he implied that the ad had already achieved its purpose. Alas, we read on to discover that maybe the arrows, to coin a phrase, were not so hot after all. The author's rapid dissection of the victim finally discloses a pronounced collapse of the physical structure of the patient.

But wait! Fawcett sneaks right in next door and saves the day with ONE great big arrow, and by gad sir, they are only going ONE way, non-stop too.

Arrows may come and arrows may go, but the one I hope goes on forever is that on which is inscribed, MEN.

Barney Abrams,
Art Director, Burns Advertising Agency, Montreal.

• • •

Swiss Agency Corrects Account Listing

To the Editor: ADVERTISING AGE of Dec. 8 contains on Page 2 an article with the following statement:

"The Farner Agency is Switzerland's largest, with a staff of more than 100 persons. Among its accounts are Gillette, Hoover and Coca-Cola."

The Gillette Razor Blade account in Switzerland has been handled by my agency continuously during the past 15 years. Dr. Farner lost the Coca-Cola account in 1953 and this account was taken over by my agency on Jan. 1, 1954; it has continuously been handled by the Wirz agency since then.

Dr. Farner's staff is considered to be of 50 persons maximum.

The writer of this is past president of the Swiss Assn. of Advertising Agencies.

I would be glad if you would publish this rectification in some suitable form.

A. Wirz,
Adolf Wirz Advertising, Zurich, Switzerland.

AA's story was based on information supplied by the Farner agency. Apprized of Mr. Wirz's protest, Mr. Farner states that he listed Coca-Cola as an account because he is retained as a consultant. He listed Gillette, he said, because his agency handles Toni and Papermate—Gillette-owned enterprises. He currently has 75 employes, not 100, but said he expects to be adding personnel as a result of acquiring the Maggi account.

• • •

Steve Allen Show Made Exciting by New Pool

To the Editor: We found your article in the issue of Jan. 26 which referred to Esther Williams' participation in the Steve Allen Show of Jan. 18 tremendously interesting.

We chose the Steve Allen Show as the vehicle to exclusively introduce our new Esther Williams Living Pool because we felt that it was certainly the best variety show on television and offered a multitude of angles to work the pool into their script. I am sure you will find that the Steve Allen Show's staff will agree with us that the show obviously was made more interesting and exciting by the use of our new swimming pool.

The attitude of Mr. Spector of Hazel Bishop, sponsor of the show, indicates to us good, clear thinking. Mr. Spector's beliefs should be those of any sponsor who wants to reach as many people as possible when he is buying time on a program.

The pool was built in the NBC color studios in Brooklyn and was provided by this company at our expense. Esther Williams, our company president, however, appeared as a paid entertainer on the show.

We feel that this was a cooperative endeavor which benefited everybody—and we are always interested in such mutually beneficial promotions.

Richard J. Wall,
Executive Vice-President, Communications, International Swimming Pool Corp., White Plains, N. Y.

• • •

Airline's Strike Copy Hit a Sour Note for This Reader

To the Editor: There's something terribly wrong with the American Airlines strike ad, "Let the Public Be Damned."

I think this is because C. R. Smith, who wrote it, doesn't know about how airline pilots get to be heroes with certain parties, especially the writer, who never makes an unnecessary move between takeoff and landing. Mostly, Mr. Smith probably never made the moody comparison between airliner and hospital . . . pilot and doctor. It all comes down to a question of faith.

The last time this person circled Chicago in perfect safety, she passed the time reviewing her life and substituting the words hospital for airplane, nurse for stewardess, doctor for pilot, patient for passenger and anaesthetic for martini. After all, when life and limb are in the custody of others can the cheery, indulgent attitude of the institution be far behind? Perhaps the stewardess doesn't check your pulse, but she has a sharp eye for the finicky eater. She tucks you in. She listens to your brave questions about how the motor sounds and all that gas leaking out on the wings. And how many faint hearts, like this one, grow stronger at the sight of the pilot striding down the aisle, smiling, confident and not holding on—for all the world like a good doctor on his rounds of the ward. Now, Mr. Smith pays his money to tell me that this man, whose sleeve I used to clutch, no longer gives a damn about me.

When I'm rational (on the ground) I know that American Airlines pilots don't fly me around as a public service, but every now and then—during any nine hours of staring straight ahead toward New York—I need to think they are dedicated men.

The thought that those self-contained, clear-eyed, steady-handed American Airlines pilots spent the Christmas holidays padding around the house in their new slippers, ruining their superb nervous systems with too many cigarets, and damning me is too much for flesh and blood to bear, especially this flesh and blood 1,800 feet up and looking down.

Frankly, this writer thinks it was enough to read about the defection of her heroes in the news columns without the chief buying extra space to let her know precisely where she stands with them.

I usually get off airplanes (first when possible) with a dry mouth, Cheney-Stokes breathing and the conviction that all men are gods and all women, including stewardesses, nurses and mothers, exist only to serve them.

If I'm not so sure any more, can C. R. Smith and "Let the Public Be Damned" be right?

Maxine Daley,
Stauffer Reducing Inc., Los Angeles.

• • •

Wanted—Across the Sea

To the Editor: If you've a half inch or so to spare in a future issue, you may be interested in the attached classified ad from the *London Daily Telegraph* and the editorial commentary. Both ran in the Dec. 23 issue and were sent to me by a friend in England.

Such enterprise should be rewarded, as the *Telegraph's* editor says.

Walter Morris,
Vice-President, Fuller & Smith & Ross, New York.

SITUATIONS WANTED
(8/- per line)

COLLEGE GRAD., Ivy League, draft deferred, married, interested advertising, contact Paul R. Burns, 150, Audreydrive, Lidobeach, Long Island, New York, or phone General 10275.

Ads Across the Sea

THIS newspaper often carries advertisements sent from abroad, but not until to-day has it printed one due to an American strike.

In "Situations Wanted" Paul Burns, of Long Island, seeks an advertising job. He belongs, he says, to the Ivy League. This is a group of Eastern universities. It is as if Mr. Burns said he was an Oxford or Cambridge graduate.

He is advertising in THE DAILY TELEGRAPH, whose airmail edition has trebled its sale in the United States, because no New York papers are appearing. I hope his enterprise will be rewarded.

• • •

Appliances By Wire?

To the Editor: After having just recovered from the Christmas rush I am wondering if something can't be done to make the gift-buying situation more pleasant.

Why can't the makers of standard brands of such products as appliances work out a system such as Flowers-by-Wire? It would help a lot if I wanted to send a friend in Los Angeles a GE pop-up toaster. I would just pay for it here in Washington plus a fee for gift wrapping and delivery and the nearest cooperating dealer in Los Angeles would do the rest.

Or perhaps if I were not in a hurry I could purchase a gift certificate here specifying the brand and model of toaster and send it to my friend who would present it to a cooperating dealer. If she didn't want a toaster she could select another gift of the same value.

Valeria G. Hardy,
Washington, D. C.

YOU CAN'T COVER NORTH CAROLINA WITHOUT THE WINSTON-SALEM JOURNAL AND SENTINEL

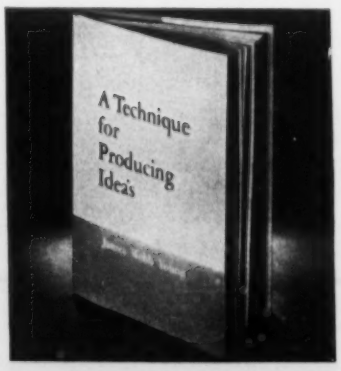
RECORD $14,000,000 BEING SPENT ON HIGHWAY PROJECTS IN WINSTON-SALEM METROPOLITAN AREA

These eight major street and highway projects symbolize Winston-Salem's dynamic progress. Coming up are 6 more big projects costing many additional millions. This is North Carolina's "action market" . . . where progress, dollars, trade, and industry are all bigger than ever!

CIRCULATION NOW 102,931
Pub. statement ending September 30, 1958

JOURNAL MORNING SENTINEL EVENING REP KELLY-SMITH COMPANY

A Technique for Producing IDEAS



Where do the moneymaking ideas come from—those ideas which make success novels, radio and television programs, moving pictures sales campaigns and businesses?

James Webb Young, one of the highest paid idea men in the advertising business, set out to answer this question for his students at the University of Chicago. The result is a little book which you can read in an hour but will remember the rest of your life.

In the simplest and clearest of language Mr. Young has succeeded in describing the way the mind works in all creative people. He gives you the formula which they consciously or unconsciously follow in producing ideas. He shows you how to train your mind so that idea production is, as he says, "as definite as the process by which motor cars are produced."

Enthusiastically endorsed by sales managers, editors, college professors and students, poets, advertising men, salesmen and business executives who have read it. Send for your copy of A TECHNIQUE FOR PRODUCING IDEAS now. Only $1.25 postpaid.

ADVERTISING AGE, 200 E. ILLINOIS ST., CHICAGO 11, ILL.

Any Way You Slice It, Westerns Are Big on TV: Cash

NEW YORK, Feb. 3—"If all you knew about tv was what the critics told you, you'd think the average television show was a western. Actually, as the Dec. 1 Nielsen report shows, there are only 21 westerns, less than 18% of the nighttime network programming," Norman E. (Pete) Cash, president of the Television Bureau of Advertising, told the Radio & Television Executives Society here last week.

"But in terms of total audience," Mr. Cash added, "four of the top ten nighttime shows are westerns, and in terms of average audience, seven of the top ten are westerns.

"Moreover," he said, "we find in the 20% of America that likes tv least, in the lightest viewing homes, westerns get a rating 26% higher than the average evening program. In the heaviest viewing 20% of America, the people who like tv the most, westerns get a rating that is 63% higher than the average of all nighttime programs.

■ "A total of 27 different sponsors, aiming at men, women, teenagers, and children, all use westerns.

"These figures might lead you to the comfortable belief that westerns, any westerns, are safe buys, always do well. Actually," Mr. Cash said, "going beyond averages, one evening western ranks about 115th among the rated programs, near the bottom. There is a greater rating-point range between the top and bottom half-hour western shows than between the top and bottom programs in any other Nielsen classification.

"Of the 21 rated westerns on national programs this past December, nine are on for the first year. The rating of the 13 that came over from last year or before is 32.4 vs. 26.1 for the newcomers. But the newcomers are 11% higher than the average evening show.

"Westerns are well above average in popularity among both our best and our worst customers, among both heavy and light viewers," Mr. Cash said. "The average evening network western reaches 26% of all the nation's children between four and 11 years of age; 21% of the nation's teen-agers; 20% of all the nation's women, and almost 19% of all the men.

■ "These are network programs," he said. "How well do locally-aired westerns do? The answer, from our TvB study, shows they compare very well. Locally, the western is the number one program type with teen-agers, number two with men, women and children. Again, the western is the family show. This should be helpful news for film syndicators, local program directors and local program advertisers."

Mr. Cash also explained TvB's efforts to help advertisers pinpoint television on their specific targets. He announced that TvB is in the process of preparing a comprehensive summary of tv audience composition and that its details would be released within the next two months.

"TvB, working with Nielsen and Pulse," he said, "has tabulated the number of men, women, teen-agers and children viewing by periods of the day, and by program type, both network and local. We believe this report, when completed, will be a major contribution to media, time period and program selection.

"In this connection," Mr. Cash concluded, "we need more advertisers to ask other media to provide any of the measures we take for granted in tv." #

McKiernan Harris Braden Cady Hesse Kinley

SPECIALISTS—*This panel made up "an all-star marketing team in action" at the National Coffee Assn. convention in Florida. Shown with John F. McKiernan, association president, are King Harris, exec vp of Fletcher D. Richards Inc.'s West Coast division; Everett F. Braden, vp and director of merchandising of Foote, Cone & Belding; Donald Cady, vp, advertising and merchandising, Nestle Co.; William R. Hesse, exec vp, Benton & Bowles, and Donald D. Kinley, chairman of McCann-Erickson's marketing plans board.*

Culea Adds Richards Mfg.

Richards Mfg. Co., Memphis, has appointed J. D. Culea Advertising, La Grange, Ill., to handle its advertising, promotion and literature. Richards manufactures a line of orthopedic apparatus, supplies and surgical instruments.

W.R.C. Smith Elects 2 VPs

Frank P. Bell, business manager of *Electrical South*, and A. F. (Fritz) Roberts, business manager of *Southern Automotive Journal*, have been elected vps of W. R. C. Smith Publishing Co., Atlanta, publisher of the two periodicals.

United Reports Top Year

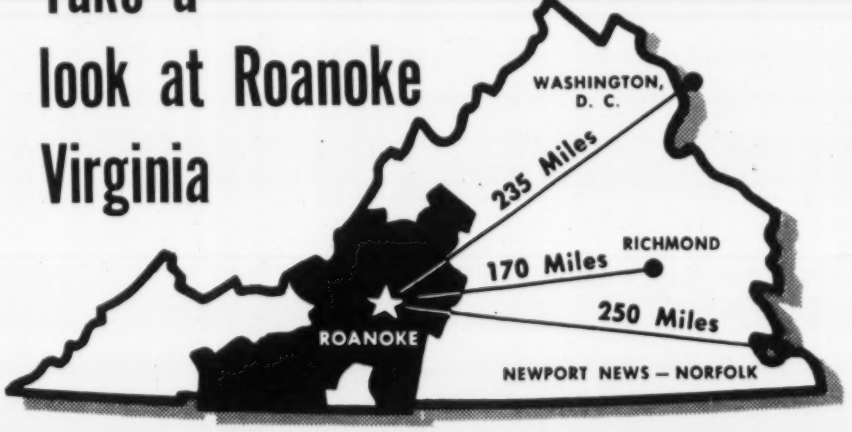
United Air Lines reports for 1958 the highest revenues and net earnings in its history with operating revenues of $316,816,712, compared to $281,946,519 for 1957. Net earnings for 1958 amounted to $13,751,802 plus a gain of $548,460 on aircraft sales after tax making a total of $14,300,262, or $4.05 a share on 3,530,608 average shares outstanding. The net for 1957 was $4,865,648 plus gain on sale of aircraft of $3,022,655 for a total of $7,888,303, or $2.38 a share on an average of 3,307,469 shares outstanding.

New 1959 Edition
fit type
IN SECONDS!
Tens of thousands of artists, ad men, printers, editors and students have discovered the Haberule *Visual* Copy-Caster to be the simplest, fastest, most accurate copy-fitting tool ever devised. At art supply stores or order direct . . . only 10.00
HABERULE
BOX AA-245 • WILTON • CONN.

A THIRTEEN LETTER WORD BEGINNING WITH "M"...

Key word in the farm supply market puzzle is "Merchandising." With an "M", as in *Farm Store Merchandising*. It's the new service magazine that fills in the blanks in the farm store owner's picture. For information, see BPRD Classification 44A or write:
FARM STORE MERCHANDISING
THE MILLER PUBLISHING CO.
Box 67 Minneapolis 40, Minn.

Take a look at Roanoke Virginia



Where else can there be a more *Natural* TEST MARKET than Roanoke, Virginia?

The Entire Western half of Virginia looks to Roanoke— the largest market between Richmond and Knoxville—as its trading center.

Roanoke is the undisputed center for all business activity in an area covering 16 counties and 552,000 population. Here are over a half-million people ready and wanting to buy your products.

Roanoke's economy embraces a large number of diversified industries and agricultural pursuits.

In the Roanoke market practically all daily newspaper readers read the TIMES or WORLD-NEWS. These media will cooperate fully in making your market test. Surveys are conducted, route lists furnished and trade promotions mailed.

Roanoke is a "Burgoyne" City with spot color

THE ROANOKE TIMES and THE ROANOKE WORLD-NEWS
National Representatives SAWYER-FERGUSON-WALKER CO.

The Daily Newspaper is the Total Selling Medium

Quick Facts About ROANOKE NEWSPAPERS' 16-County Primary Market

ROANOKE NEWSPAPERS' COVERAGE

Metropolitan area	100%
61 Principal cities and towns	95%
16-County primary market	65%

NEARLY HALF-BILLION-DOLLAR-MARKET with 552,000 people.

SIZE of Roanoke Newspapers' Primary Market — 16 counties — 7,516 sq. miles — 2nd in State — 75th in Nation.

HOUSEHOLDS: 76th in Nation, with 138,500.

NET BUYING INCOME: 80th in Nation, with $690,937,000.

CONSUMER SPENDING UNITS: 74th in Nation, with 158,514.

RETAIL SALES: 82nd in Nation, with $474,497,000.

FOOD STORE SALES: 85th in Nation, with $109,654,000.

EATING & DRINKING SALES: 79th in Nation, with $23,664,000.

GEN. MDSE. SALES: 79th in Nation, with $60,981,000.

APPAREL STORE SALES: 92nd in Nation, with $25,260,000.

FURN. HSLD. & APPL. SALES: 86th in Nation, with $24,884,000.

AUTOMOTIVE SALES: 80th in Nation, with $104,998,000.

GAS SERVICE STATION SALES: 78th in Nation, with $42,210,000.

BLDG. MAT. & HDW. SALES: 106th in Nation, with $28,026,000.

DRUG STORE SALES: 81st in Nation, with $14,264,000.

ALL OTHER RETAIL SALES: 74th in Nation, with $40,556,000.

*1958 Survey of Buying Power

Auto Dealers Sound Note of Cautious Cheer

(Continued from Page 2)

(Oldsmobile and Chrysler Corp. dealers).

The price posting rule has brought almost uniformly favorable reaction from dealers—and, they report, from their customers.

Buick—Win Stephens Jr., of Stephens Buick Co., reported sales of the 1959s about 40% ahead of the comparable period in the early 1958 model year.

"There's been a bit of a seasonal sag," he said, "but we expect demand to come back in the last half of January. It was the best December for Buick sales that I can recall since the 1950-51 boom."

"We are very enthused about Buick's new agency [McCann-Erickson]," he said. "They've given us the greatest new car introduction I can remember. Besides good advertising, we've had a lot more help from the factory in selling aids and in product and sales training."

Ford—E. W. Boyer, vp of Boyer-Gilfillan Ford, reported sales of the '59s running about 41% ahead of the '58s. But, he said, the dealership is still having trouble getting delivery on new cars and is still about 52 units behind orders.

"We've had excellent advertising," he said. "The 'well-proportioned car' approach used by Ford seems to have struck a responsive chord with the public."

Rambler—Len Haley, co-owner of Lake St. Rambler, reported sales about 49% above last year and "every month it gets better." Rambler still reports difficulties with factory deliveries, especially on some models, in the area. Both factory and advertising aid has been good, Mr. Haley said, with "that funny dinosaur about the best I've seen."

Dodge—Harvill Dean, general manager of Anderson Dodge-Plymouth, reported that "Chrysler's labor troubles have really hurt us. We're about 25% ahead of last year on orders, but 'way behind on deliveries."

Oldsmobile—Burton Lindahl, of Lindahl Motor Co., reported dissatisfaction with Oldsmobile advertising.

"I've never been completely satisfied with Olds' advertising," he said. "It's too conservative in its approach. To my mind, Ford has the hottest advertising. Maybe it's their agency, but they come up with a lot more sound ideas."

The Oldsmobile dealer reported sales about 20% ahead of last year, but he said, "We're just now starting to get enough models to make deliveries from the floor."

Lindahl called the price posting rule "sometimes a nuisance. Customers," he said, "see the price with special equipment listed. They think only of the total and think it's an awfully expensive car. But I'm in favor of the system. It gives the customer confidence and makes the business more legitimate."

Chrysler—Bill Hirsch, of Central Motors, Chrysler-Plymouth dealer, reported sales up about 15% to 20%. "But," he said, "we've been plagued by the strikes, and we're still having trouble getting deliveries. Plymouth is coming through better than Chrysler.

But one Chrysler dealer reported, "Chrysler just isn't doing enough advertising, especially on national tv shows. They dropped 'Climax' and 'Shower of Stars' and I think that hurt us."

Cadillac—Cadillac dealers in the area are all enthusiasm. "It's the best reception Cadillac has ever had in the area," said Christopher Flynn, general manager of Warren Cadillac. Sales, he said, are "well above" last year. "We had six cars in the Upper Midwest auto show, and three of them were sold an hour after the show opened its doors. That's never happened before.

"Our Cadillac advertising," he said, "is the best in the world. There's no problem selling Cadillacs."

Chevrolet—M. E. Johnson, general manager of Downtown Chevrolet, reported orders about 20% ahead of last year, but not enough factory deliveries to fill them. "The situation is starting to clear up," he said, "although we're still a bit short. We think the completely new styling is terrific, and we're getting a lot more demand than we normally would at this time of year."

Edsel, Studebaker—Randolph Light, dealer for both Edsel and Studebaker, reported sales of Edsel about 33% up from last year and Studebaker sales up 200% from 1958.

"The Lark is our hot line," he said, "and it's been beautifully advertised, especially in magazines and on the Jack Paar show. The Lark has already begun to cut into sales by the imported models. We've already taken four imports in trade. There'll be more of that.

"People are getting used to the Edsel styling," he said, "and with another year's model we've convinced them that Edsel is here to stay. Edsel has done less with its advertising than Studebaker has, but it's still been a good job."

Pontiac—Rudy Luther, president of Hansord Pontiac, said, "It's hard to compare sales, because we just haven't been able to get delivery on the cars we could sell. But sales are over 1958.

"I like the Pontiac approach to advertising," he said, "but there's just not enough of it yet. We had better display help from Pontiac at the Upper Midwest auto show than we've had before."

Chicago

A check of dealers at the annual auto show in Chicago brought out many predictions of good sales years ahead, and only one complaint about the price sticker, according to Lawrence Doherty, of AA's staff.

Pontiac—Robert Lough, with Kole Pontiac in suburban Oak Lawn, said his agency had its best December since 1956, with sales about double those of a year ago. Mr. Lough said he disliked the price sticker because it itemized all accessory costs, leading to customer confusion.

"I would be in favor of a sticker which just gave the basic car cost," he said. "Then we could customize the car for the buyer, showing him what each extra item would cost."

He also spoke out for a bigger ad campaign by Pontiac. "The Pontiac is running fourth in sales for the first ten days of the year; why don't they hit that point hard with a lot of advertising? Most people don't realize we're selling so well."

Mercury-Edsel—A suburban Mercury dealer who just added the Edsel line this fall reported satisfaction with both makes: "We sold our quota of Edsels, and we're just a couple of cars off our Mercury quota." He added that his dealership had a good year with Mercury last year, and that sales quotas were raised this fall.

"We like the Edsel," he said, "because it brings more people into our showroom. And sometimes we can get an Edsel prospect to step up to a Mercury, if he wants a bigger car."

This dealer said he liked the new price stickers, and was satisfied with factory advertising for both lines. "We have had good results with local advertising," he said, "and though it's harder to judge how effective the national campaign is, I know it brings results."

Rambler—An enthusiastic Rambler dealer told AA sales were running "a little ahead of last year, which was a darn good year." He said he liked the price sticker because "we know the people believe it." The dealer was equally enthusiastic about Rambler advertising: "It brings the people in; it makes all the difference."

Studebaker—Paul E. Roberts, who has two local Studebaker-Packard locations, said his sales are 150% ahead of last year, thanks to the introduction of the Lark. "We're 27 cars behind in our orders," he added. He joined in approving the posted price law, because it eliminated "packing." Studebaker-Packard advertising has been "all right, so far," Mr. Roberts noted.

Chrysler—Sales of the Chrysler are about even with last year, according to "Rusty" Gibson, of Gottfried Motors. He said the lower-price models are selling better than other models. While satisfied with factory advertising on Chrysler, he expressed the wish that Chrysler dealers would do more local advertising.

Buick—"I think sales are a little behind last year right now," a veteran Buick dealer said. "We sold very well at the start but the strikes shut us off for a while." He said the price sticker law is "the best thing that ever happened to us."

On advertising, the Buick salesman expressed some dissatisfaction. "The new agency is doing all right," he said, "but why can't they get us a good tv show, like Lawrence Welk?"

Chevrolet—After a slow start, attributed to the fact that people were "getting used to" the new Chevy styling, sales have picked up and are running ahead of last year, according to Darold Angstadt, of Division Chevrolet Co. He said Chevy "has the best" in advertising, particularly the Dinah Shore and Pat Boone tv shows. He said the posted price sticker has made "no difference" in selling.

Ford—Walter W. Kelly, of Nelsen-Hirschberg, said sales in his showroom are running 15%-20% ahead of last year. "The people are ready to buy," he said, "although they are looking for economy. We're selling more of our sixes than ever before." He added he was satisfied with both the price sticker and the Ford factory advertising program.

De Soto-Plymouth—A North Side dealer said sales were lagging at present. "We're getting the prospects," he said, "but because of the strikes, we can't give the customer what he wants." He admitted the price sticker has helped in his sales work, "but the customer still wants to know, 'What can you do for me'?"

Houston

Dealers in Houston expect the 1959 models to sell much better than the '58 models. They all expect a good year, and very few "ifs" are inserted in their thinking, according to a survey of representative dealers by Louis Alexander of Advertising Age.

Sales in December, 1958, and for the first two weeks of January, 1959, were almost as good as the same period a year earlier. Houston dealers believe this is a sign of the recovery of the new car market because, as one of them pointed out, the sales in December, 1957 and early January, 1958, came before the recession hit the metropolitan Houston area.

Some brands are doing better this year than last year—the 1959 Buick, for instance, is doing about 35% better than the 1958 model, according to *Daily Facts*, which reports the automobile sales in metropolitan Houston. Rambler sales of '59 models in December were 300% above '58 Rambler sales, and were strong during the first two weeks of this year.

Sales of Chrysler products have been off because of the strikes that have plagued the factory, includ-

Some Car Salesmen Torrid, Many Tepid, Dealer Group Finds

Chicago, Feb. 3—Some Chicago area auto dealers got the chance to see how their competitors' salesmen look to the buying public during the Chicago Automobile Show, which closed its nine-day run last week.

The sponsoring Chicago Automobile Trade Assn. had several of its dealer members act as shoppers during the show, loaded with $25 prizes to distribute to dealers who exhibited "enthusiasm, personality and knowledge of the product" (AA, Jan. 19).

Out of roughly 1,200 dealers who spent some time at the show, 240 salesmen of U.S. autos were given awards, including 32 who received the association's $25 bonus twice or more.

At least six times the shopper-dealers returned to the show office with some of the award money intact, reporting they were unable to find their full quota of dealers who met the standards they had set.

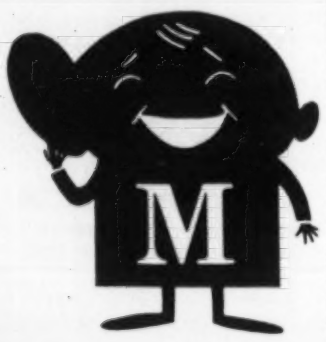
Reuben Webster, a Plymouth salesman with Louis D. Arkow Inc., received the $25 award eight times from eight different "shoppers." Two Studebaker dealers, who had their hot-selling Lark on display, won five times each.

▪ Show officials said the dealers showed great enthusiasm about acting as shoppers and giving the awards. One dealer armed himself with a raft of display literature from other exhibits, to appear more like the conventional shopper. Another, obviously relishing his under-cover assignment, wore a tee-shirt and skipped shaving for a day before making the rounds.

All in all, the dealer-shoppers distributed $7,500 worth of $25 awards. Show officials said the incentive prizes would probably be repeated next year.

Attendance at the 1959 show hit 481,358. A mid-week blizzard in Chicago was blamed for the drop from last year's record 518,-521 total attendance.

Despite fewer people, salesmen reported they did more business this year than last, and said there seemed to be more people who were "definitely interested" in purchasing cars. #



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For more than 36 years, KHJ Radio, Los Angeles, has racked up big results for agencies and their clients through its FOREGROUND SOUND programming policy. With an adult appeal, FOREGROUND SOUND gains and holds the listeners' attention. Consequently your message *penetrates*. And KHJ's audiences act on what they hear, as a long roster of satisfied advertisers can tell you.

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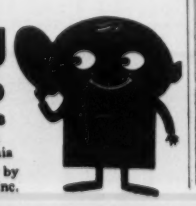

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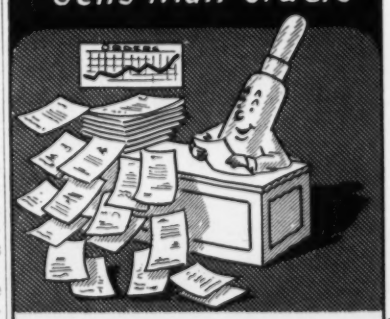

"The RIFLEMAN alone has pulled more orders for us than other publications with combined circulations of over 2,500,000!

"We have thousands of regular customers secured entirely thru our small ads with you."

(Name on Request)

The AMERICAN RIFLEMAN Magazine
SCOTT CIRCLE WASH. 6 D.C.

ing suppliers' strikes, such as the most recent one, affecting the delivery of window glass.

New advertising agencies have injected considerable life into the sales of Studebaker and Buick products, the local dealers stated.

Studebaker—"We like the new agency [D'Arcy] much better," said Bill Schleeter, of Mosehart-Keller. "The new format of the ads is much better. It relates the actual features of the car in terms that will appeal to the buying public. The advertising has been working very well. There is a direct relation between advertising and the state of business. They slowed up their ads during Christmas, when no one was buying, but now they've started again."

Rambler—Griff Vance Sr., head of a Rambler agency and president of the Houston Auto Dealers Assn., said American Motors "could sell 400,000 cars this year if they could build them. We have our January supply already sold. We can't get cars; when a car gets popular they put in a lot of new dealers, and some of us are not getting as many cars as we otherwise would.

"I like what advertising Rambler is doing," Mr. Vance said. "It appeals to me because it is down to earth instead of razzle-dazzle—all merchandise instead of loose terms."

Chrysler—Young & Rubicam is doing a better job for Chrysler and Imperial this year, in the opinion of Wendell Hawkins, who headed a Houston advertising agency before opening a Chrysler dealership. He particularly liked the promotional tie-in, through *Vogue*, with Ben Zuckerman dresses, Elizabeth Arden cosmetics and Sakowitz Bros., Houston department store.

He added that the new price stickers have been well received by customers. "The public gives the price tags real study," Mr. Hawkins said. "A percentage of the people, even in the Chrysler and Imperial class, are always price buyers."

Ford products—Henry Snelling, of Snelling Motors, which recently added the Edsel to its Ford, Mercury, Lincoln and English Ford lines, said, "There's no comparison between the 1958 and 1959 models. We like the styling.

"Advertising is doing a fair job," he said. "The factory is running some radio, and the giveaway deals promoted on tv are helpful. They come up with some sales ideas, and we use them. It's all hard-working advertising that does the job."

Mr. Snelling called the new price stickers "the greatest thing that ever happened to the auto business. It keeps a dealer from leading a man to believe he can get $2,500 for a $600 trade-in. The racketeers don't like it."

He was enthusiastic about regional sales meetings sponsored by the Ford agencies. "We have a lot more to say about spending advertising money," he reported. "They are relying on dealers more, and taking us into their confidence."

Fred Jones, sales manager of Raymond Pearson Inc., Ford dealer, said he looked for a good year in 1959. "The market is strong," he said. "It was estimated to be up about 16%, but it's up about 25% now. It won't be a 1957, but it will be a helluva lot better year than 1958.

"People can't wait to buy forever," Mr. Jones said. "It's not the shortage of money that's holding them back."

Buick—Buick sales have been going well thus far, according to Warren Carmichael, general manager of Al Parker Buick. "They are about even with last January, which was prior to the recession, and I think it will get better," he said. "There is a larger number of people in the market for new cars, and our prospect potential looks good."

The dealer said he liked the new advertising agency, and especially the supply of sales tools it is furnishing dealers to aid them in local advertising. "The factory assistance is considerably better than in the past, and there's a lot more of it," Mr. Carmichael said.

Chevrolet—A. B. Smith, of Knapp Chevrolet, said sales of the '59 models started off about even with last year. Sales should be better this year, he said, because many people who bought cars in 1955, a banner year, are coming in to trade in for a new car. He added that customers seem to like this year's styling better than last year's.

Dodge-Plymouth—"We haven't had a chance to feel the market. We haven't had any cars," said Joel Berry, when asked how his sales were going. He added, however, that customers are showing a lot of interest in the new models.

While he has been soft-pedaling local advertising until supply lines begin to fill, Mr. Berry said he likes factory advertising this year better than last year's. "I was so impressed with one ad that I wrote the factory for 2,500 copies to use as direct mail pieces," he said. "It was one of the finest ads I have ever read [the all-copy ad titled: 'A special message for all people who plan to buy a '59 car' (AA, Jan. 12)]."

Seattle

Sales of 1959 models are going well, and dealers who will give figures indicate gains of 10% to 20% over the same period of last year, according to Elliott Marple, AA's Seattle correspondent. There is optimism for 1959, but as yet there is no boom and no indication that the buyers are going to overwhelm the dealers. Perhaps the comment of a Plymouth-DeSoto salesman sums it up: "1959 will be a good year for cars, but it will be hard sell all the way."

The new price-posting is universally liked. Dealers say it helps build confidence in the buyers, and buyers know better where they stand.

Factory advertising brought surprising unanimity of feeling that it was good, though dealers generally were less expressive on this subject.

People have money to spend. Dealers are satisfied on this, but in part they speak from reading about swelling savings accounts. It is evident that dealers and their salesmen are highly sensitive to what is written about business conditions and the ability of the consumer to spend. It may well be that a big part of the value of factory advertising is in the boost that it gives the salesmen themselves.

Buick—Ken Watts, sales manager, Frank Hawkins Buick, said January will top a year ago; cars are moving well.

"This is not an easy market," he said. "People look at the posted price and say, 'how much off for cash?' There is not much difference in the margin since price posting came in, but we are getting more sales."

Ford—Bill Horton, sales manager, Smith Gandy Ford, told AA that November and December were slow months, while January has been good. January will be better this year by 10% over January, 1958, he predicted. "The recession is over. People are shaking loose with their money," he said.

"Ford has done a wonderful job in advertising," he said. He specifically mentioned its tv, radio, "and page ads for Galaxies."

On price posting: "I think we close a greater majority of people who come in. Customers used to start with, 'How much can I get off'?"

D. D. Howard, owner of Howard Motor Co., and a longtime Ford dealer, said his 1959 sales are running 11% ahead of the '58s. "Price posting helped us especially," he said. "We did not put a price pack in before, and we lost some sales to dealers with a pack. A lot of customers aren't buying a new car; they're selling an old one. Price posting takes the shenanigans out of this."

Factory advertising is good, Mr. Howard said, but he commented: "When people make up their minds to buy, they do so from their experience with their present car, from word of mouth comment, etc. As far as creating business and bringing customers over to your own product, I don't think there is as much to advertising as the magazines and newspapers would have you believe."

Chevrolet—One Chevy dealer's sales manager said December, '58, was about 10% ahead of '57 in sales, but January is off 20%.

"There is a trend toward economy in operation," he said. "We can sell the standard V-8 or six-cylinder models easier." He added that factory advertising has been excellent: "In many cases the cars are practically pre-sold before the customer comes in."

At University Chevrolet, December and January sales are ahead of last year. "This should be the best year since 1955," one salesman said.

The Impala, top of the line, sells heavier than the low end, the man said. Big volume is the middle of line.

Plymouth-Chrysler—P. J. Morrill, president of Pacific Auto Sales, Plymouth-Chrysler, noted, "The strikes at Chrysler have hurt; all we have in the show room is a token sample. People want to see the cars they are going to buy."

But there is tremendous interest, although "the people are not entirely settled that all the talk of boom is a reality." Yet Mr. Morrill finds himself being hopeful and saying he has "never had so many people come in and say they were going to buy.

"Then when you try to close the deal, they say, 'Well, no rush, I'll wait a bit'."

On advertising, Mr. Morrill was pleased. He noted that a representative of the factory's agency spent 1½ hrs. with him going over the advertising, getting dealer reaction, etc., before going to Chicago for a meeting.

Plymouth-De Soto—A Plymouth-De Soto dealer complained that lack of cars has hurt his sales. "When customers come in, they want to see the model and

LIVING TO THE HILT
See Page 76

National Catholic Family Magazine
Read by ALL the family—and in LARGER families.
APRIL ISSUE CLOSING FEB. 20
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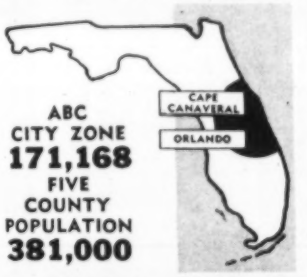
National Advertising Representative
28 E. Jackson Blvd., Chicago 4
Telephone: HArrison 7-7176
St. Anthony MESSENGER

Gateway to the MOON



ABC CITY ZONE 171,168
FIVE COUNTY POPULATION 381,000
100,000
DAILY CIRCULATION
Orlando Sentinel-Star
ASK BRANHAM

Auto Sales Zoom
Orlandoans in 1957 Spent $61 Million Plus for Automobiles
145 Pct. Ahead of Florida Avg.
228 Pct. Ahead of National Avg.
— From Sales Management

a NEW plus market
The $3 BILLION GOLDEN CIRCLE
Albany – Schenectady – Troy
CHANNEL 13
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THIS NEW STATION
is *engineered* to deliver the market covering eastern New York, western Massachusetts and parts of Vermont and New Hampshire. It provides a sales potential of $3,495,571,000.00 consumer spendable income. And that's cash register money! Food sales alone are over $615 million; drugs over $72 million. *Exclusive* ABC for most of its coverage. Investigate . . . write, wire or phone today!

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THE LANDING STRIP

as seen by
JOHN BURGOYNE & BILL MASTERSON

FROM THE "DON'T SAY I DIDN'T WARN YOU" DEPT:

All last Summer and Fall, we grew more and more curious as to just what would eventually happen to those jillions of crazy hula-hoops flyin' around. Not that we'd get a case of hives worrying about it—but nevertheless, we were downright curious. Well the other day—right out of the newspaper—comes a possible answer—one that we hope gains *no* popularity. At any rate, New York state police are still looking for the guy who siphoned gas from an automobile—with a disconnected hula-hoop.

All of which reminds us—siphoning facts from market tests is the big part of our business. In fact, if we may be so brash as to say so, our ability to get the true facts, and all the facts, is the reason clients keep coming back to Burgoyne, time after time. You see, we can't afford to use guesswork in our Sales Studies, nor afford mistakes of *any* kind. To retain the confidence of our clients, Burgoyne Sales Studies must deliver everything promised—and that means a complete, pinpoint accurate picture of the sales activity of a product during the test period. If you need some convincing—how about letting us show you a list of the clients we work for—and the kind of job we do for them.

• • • • •

Just as a for instance, a packer of corned beef hash heard some nasty rumors that seemed to indicate his product was too moist for the average Jiggs and Maggie. As a result, he had his chefs come up with a drier mix and, before going too far marketwise, plumped it on shelves in Columbus, Syracuse, and Toledo. Burgoyne's researchers were alerted to make checks in these cities, *before, during,* and *after* the test. Quick as a wink, Burgoyne had the facts. Seems most folks prefer corned beef hash like a friend of ours prefers his martinis. (Just wave that vermouth cork over the shaker, buddy!)

• • • • •

Like we said—there's only one sure way to get the market facts on your product *fast,* and that's to call Burgoyne. We'll be there so quick you'll think we'd been standing outside your door.

Burgoyne
GROCERY & DRUG INDEX, INC
FIRST NATIONAL BANK BLDG., CINCINNATI 2, OHIO

the color they will get, so sales have been lost," he explained.

Pontiac—Paul Dove, sales manager of Central Pontiac, said December sales were higher than a year ago, and while January was running even with last year, he expected an increase soon. Factory advertising, he said, was "the best since the 1955 models." Acceptance of the Pontiac styling has been good, he added.

San Francisco

Auto dealers in San Francisco say sales are running ahead of last year and look for a good sales year in 1959, according to AA's Ken MacDonald. Most dealers also like this year's factory advertising, and approve the new price sticker law.

One dissenter to the majority opinion put forth an interesting theory on why the price sticker may lead to fewer sales:

"1959 may be a lot tougher for car dealers than many people think," he said, "because the man who in past years bought a $3,500 auto (list price) with a $500 pack got a higher trade-in price to take care of the pack. But he thinks he paid $4,000 for his car, and will certainly feel he can't afford to sell it for an appraised value of, say, $1,500, which would be a fair trade-in for the honest price of $3,500 after he's had the car two or three years."

Chevrolet—Production slowdowns due to strikes stalled sales last fall, but at the current pace "we will beat last January's sales by 40 units," reported Vern Richards, general manager of Al Strough Chevrolet, Oakland. Good advertising, he said, has helped build acceptance for new Chevy styling. "The best ad job in launching the new models in several years was done on the Impala line," he added.

Dick Faria, sales manager of Cochran & Celli Chevrolet, said: "We've had our best December in quite a while, and we've sold more '59s in a few months than '58s all last year. I was a little dubious about rear-end styling this year, but there appears to be no customer resistance." He added that "Campbell-Ewald has done a fine job."

Ford—"Business is much better," said Cecil Whitebone, who owns a Ford dealership. "Advertising this year has been much peppier. We've found that the price tag on the windshield seems to have no effect; people don't even look at it. I like it personally, because it stops the dealer who isn't franchised from handling new cars, and is achieving its objective of channeling new cars into proper hands."

Earle Dahlem, general sales manager of Hughson Ford, said the sales outlook "seems much better than it did a year ago." He also praised Ford advertising as "much stronger this year, from our point of view—not so institutional. It is hard-hitting, selling advertising."

Cadillac—A leading Cadillac dealer said December was "our largest single month in sales since 1955, and we are now sold out farther ahead than at any time since 1954. This situation is true of all Cadillac dealers in Northern California." He also said the price tag law "is proving to be a boon to dealers, in relation to the competition.

"In San Francisco, Cadillac had printed price lists for the past three years, and their use precludes anyone giving more than a fair and honest value for the trade-in," he said.

Buick—"We are up 52% in sales," said Ray Eli, general manager of Brown Buick Co. "National advertising is more effective now. It's apparent more money is being spent on it. The factory has been considerably more aggressive in its promotion this year. People are in love with the new Buick styling, and this helps them to become good salesmen."

Another dealer agreed that "Buick's new ad agency is doing a splendid job. We had a private tv showing on the new magazine ad campaign and we thought it was very fine."

Los Angeles

While there were some mixed feelings about how sales would be this year, most Los Angeles area dealers voiced approval of factory advertising, according to Phil Seitz, of the AA staff. Some dealers had constructive suggestions for improving effectiveness of the ads, but few were dissatisfied.

Dealers also appreciated the new price posting law. One said it cut shopping time in half in his agency. AA talked with top dealers in Los Angeles, as well as in all cities surveyed; the consensus among them was that the law would help eliminate the "fringe" dealers who depended upon phony pricing to make sales.

Buick—Phil Hall, Buick dealer, predicted deliveries and sales will be up about 50% for the first quarter of '59 models as compared to '58. Advertising for the car "is just great," he said, citing a recent newspaper ad. "It tells a factual story of what a car buyer can get for $200," he said. "It's the cleanest and most effective piece of advertising I've seen. Customers have mentioned it to me."

He was as enthusiastic about the price tag requirement, noting that it reduces shopping time by 50%.

Oldsmobile—A leading Oldsmobile dealer in Los Angeles said

THE MOST IMPORTANT $200 IN THE AUTOMOBILE WORLD!
It buys a Buick P.S. ABRE (optional)
THE CAR IS THE BUY!
SEE YOUR LOCAL AUTHORIZED QUALITY BUICK DEALER NOW

GOOD EXAMPLE—*Among auto dealers who praised factory advertising was Phil Hall, Los Angeles Buick dealer, who called this newspaper ad "the cleanest and most effective piece of advertising I've seen."*

sales are slightly ahead of '58, but in this dealer's opinion the outlook for medium-price cars is not at all favorable. He thinks best prospects are for the low and high price brackets. "The three principal low price cars—Chevrolet-Ford-Plymouth—are making their cars bigger, putting on more extras, and in effect they spread-eagle the field, right up to the high price bracket," he complained.

Oldsmobile factory advertising is of a "fine type," he said, but added he doesn't know if it is doing a job for him.

Rambler—George Allen said his Rambler sales are double those of last year, and the only problem is that of getting enough cars. He expressed approval of the factory advertising using cartoons in which an economy pitch is made, but, he says, "the publicity obtained by George Romney [president of American Motors] in recent months has been worth $1 billion in advertising."

Chrysler-Plymouth—Mel Alsbury Inc. said any comparison between this year and last is not fair, because of "so many strikes," and the difficulty in getting cars. He thinks "it looks like good business," but said he has sold only a few more cars this year.

Mr. Alsbury said factory ad plans "look good" to him.

He also likes the price tag law, and his salesmen use it. "When price is discussed, the prospect is referred to the tag, which has been so publicized there is no need to explain it," he said.

Pontiac—Fran Fry, general manager of Englund Pontiac, was another who mentioned the temporary shortage of cars due to strikes, but said that to date business is up about 25% over '58.

In his opinion, Pontiac advertising is "wonderful; but there is not enough of it."

De Soto—Of all dealers contacted, Domenich Basso, De Soto dealer, was the only one who did not exhibit some degree of optimism. He expressed the opinion it isn't possible to determine how 1959 will be until after March 15. He said '59 is not as good as expected. Sales for January are up slightly over last year, he reported, but his attitude was that he "wouldn't forecast January until it was on the books." He complained he has not had enough cars, as a result of the strikes which have plagued Chrysler Corp. As was true of other dealers here, Mr. Basso thinks the law requiring price tags on cars is a great help.

Ford—Holmes Tuttle, Ford dealer, reports sales of his 1959 cars are up 20%-25%. "I don't know how the year will wind up," he commented, "but it's off to a good start." He was complimentary toward Ford's "aggressive" advertising, but thought it should be more positively different from Chevy's high-style themes. The new price tag law, Mr. Tuttle noted, may not lead to any more sales, but will at least eliminate much of the "shameful" lack of confidence people had in auto dealers.

Chevrolet—"Business is better, but because of the strike it's hard to compare '58 with '59," said Jack Groth, general manager of Angelus Chevrolet Co. While he expects an over-all gain of from 12% to 15% for the year, he pointed out that Chevy had a relatively good year last year, and gains might not be as great as in some other lines.

Hailing the debut of the price posting law, Mr. Groth noted, "A few years back, cars could be bought in about 1,000 various combinations—variations in color, model, accessories—but today there are actually 57,000 combinations possible. This gave the sharpie plenty of room to confuse the buyer through use of available options on the car purchased. The new law has sharply curtailed such wheeling and dealing."

Studebaker-Packard — Walter Bibens said sales are up 500% over 1958 at his dealership. "We had a cold car last year and a hot one this year," he said. He expressed enthusiasm for the new Lark itself; the factory advertising and dealer support given it; and the new price posting law. #

If you want to sell more pet foods and supplies, go where every page is full of ideas that sell: Better Homes and Gardens, the family *idea* magazine. A frequent editorial feature, "Your Pet and Mine" is eagerly followed by BH&G's animal-loving readers. And a recent survey* shows that a greater proportion of Better Homes and Gardens readers live in households that keep a dog or a cat than any other of the nine magazines covered.

*Look-Politz Study, 1958

During the year ⅓ of America reads **BH&G** ...the family idea magazine

If your profits are being chopped down in Cherry Tree, or in any of the towns in the four-county Johnstown, Pa., market, you'd do well to include The Tribune-Democrat in your advertising budget.

Be sure your advertising bears fruit in this $350,000,000 market where advertisers have been getting results for 105 years.

Write Today for Johnstown's
PERSONALITY PACK
filled with facts and maps that give character to the Johnstown market.

The Tribune-Democrat
JOHNSTOWN, PA.

Ad, Publishing World Hard Hit in N. Y. Plane Crash

NEW YORK, Feb. 5—Among the 65 passengers dead or missing in the crash of an American Airlines plane near LaGuardia Airport here just before midnight on Feb. 3 were seven persons who had been associated with advertising, marketing or communications activities of various organizations.

Following is a list of those who are believed to have perished in the crash:

S. Harris Shevelson, 42, editorial director of *Madison Avenue*, and former managing editor of *Coronet*, was born in Chicago and was graduated from Yale University in 1938.

He was associated with *Pageant* at one time and became its editor before joining *Coronet* about eight years ago. He was recently named editorial director of *Madison Avenue*, an advertising publication.

Howard A. Kass, 32, merchandising coordinator for Sales Communications Inc., a subsidiary of McCann-Erickson, was graduated from New York University and served in the Navy in World War II. At various times he was employed by Gimbel Bros., Lane Bryant and Amos Parrish & Co. in merchandising positions.

Burrous Judson Martin, 60, owner and publisher of B. J. Martin & Co., Chicago, was a resident of Glencoe, Ill. Born in Youngstown, O., Mr. Martin received bachelor and master's degrees from Northwestern University.

He entered the publishing field in 1926 when he joined the old Electrical Publications Inc., now Haywood Publishing Co. During the 11 years with Haywood, Mr. Martin was an editor, manager and officer.

Mr. Martin founded his own company in 1937, and the same year launched his first business publication, *Electrified Industry*. He brought out *Today's Business* in 1945 and *Growing Industry* in 1957.

■ Active in business and civic organizations, Mr. Martin was board chairman of K. W. Battery Co., Skokie, Ill., and was a former board chairman of Modern Railroads Publishing Co. He was president of the Northwestern University Alumni Assn.

Mr. Martin's son, Judson B. Martin, is a partner and assistant editor with the company.

B. J. Martin

Stuart Patterson

Stuart Patterson, 28, a resident of Evanston, was secretary-treasurer of Patterson Publishing Co., Chicago, and was co-publisher of *American Motel* and *American Restaurant*.

Born in Chicago, Mr. Patterson attended Northwestern University and after graduating joined the publishing company founded by his father, the late C. A. Patterson. He was treasurer of the Food, Beverage & Equipment Executives and was a member of the Chicago Rotary Club.

Mr. Patterson served in the U.S. Army Air Force during the Korean war and was awarded three Air Medals and the Distinguished Flying Cross for action in Korea. Survivors include his mother, Mrs. Alice L. Patterson, and his twin brother, Wallace, president and vp, respectively, of Patterson Publishing Co.

Carmine R. Manicone, 32, manager of the New York office of W. L. Stensgaard & Associates. He was a resident of Babylon, N. Y.

Mr. Manicone joined Stensgaard in 1948 as an exhibit installation man and was named head of the company's New York office in 1954.

■ **Harold S. Zewiske,** 59, a Chicago resident, was western manager of *Vogue* and head of the Conde Nast Publications' Chicago office.

A native of Morrison, Ill., Mr. Zewiske attended Dubuque College and Aurora Business College. He sold space for the old *Dry Goods Reporter* and *American Magazine* before joining Conde Nast in 1934 as a space representative for *House & Garden, Vanity Fair* and *Vogue*.

He was named western manager of *Vogue* in 1956.

Harold Zewiske

Beulah Zachary

Beulah Zachary, 45, producer for a Chicago tv station (WBKB), was best known as the producer of "Kukla, Fran and Ollie," which went off the air in 1957 after ten successful years.

Born in Brevard, N.C., she was a graduate of Salem College, Winston-Salem, N.C. After teaching school in her home town, she moved to New York and worked as stage manager and in costumes for many Broadway productions.

Miss Zachary came to Chicago in 1944 and joined WBKB. It was there that she met Burr Tillstrom, creator of Kukla, Ollie and other puppets.

They did their first show together in 1946 and on Oct. 13, 1947, launched "Kukla, Fran and Ollie," with Miss Zachary producing the show. She reportedly was flying to New York to revive the show.

PR MAN GOTTLIEB SURVIVES AIR CRASH

NEW YORK, Feb. 5—Edward Gottlieb, 49, president of his own public relations company, was the only passenger working in the communications or marketing business who lived through the American Airlines crash in which 65 others perished. He was one of eight survivors.

Mr. Gottlieb is in Queens General Hospital with compound fractures of both legs. He was sitting in a section of the plane which apparently split open immediately after crashing into the East River, and he suddenly found himself in the water.

He floated holding on to a seat cushion until someone helped him climb on to a piece of floating wing. From there he was lifted aboard a tugboat which also rescued the seven other survivors.

■ Yesterday, he described the ordeal to several press interviewers. A former International News Service editor, Mr. Gottlieb was with Carl Byoir & Associates before establishing Edward Gottlieb & Associates ten years ago. His company recently acquired the public relations portion of the Florists Telegraph Delivery Assn., an estimated $100,000 account.

He was returning from a series of business meetings in Chicago and was preparing to fly to France this weekend on another business trip. #

APPROPRIATE—*Its heart-shaped emblem comes in handy for a Valentine's Day ad by Myers Foods, Plumsteadville, Pa. The two-color page runs in the Philadelphia Bulletin, Feb. 11. J. M. Korn & Co., Philadelphia, is the agency.*

Armstrong Sets '59 Floor Covering Push

LANCASTER, PA., Feb. 4—Armstrong Cork Co.'s 1959 advertising plans for its flooring and floor covering products include use of magazines, network tv, newspaper supplements and farm and trade publications.

Magazine ad plans include 49 color pages. Tv ads will run on "Armstrong Circle Theatre" and the "The Jimmy Dean Show," both on CBS.

Supplements on the schedule are *Parade* and *This Week Magazine*, plus those published by the *Atlanta Journal & Constitution, Chicago Tribune, New York News* and *Philadelphia Inquirer*.

Armstrong flooring will be featured in ads in *American Home, Better Homes & Gardens, Good Housekeeping, House & Garden, House Beautiful, Ladies' Home Journal, Progressive Farmer* and *The Saturday Evening Post*.

■ Ads for Cushion-Eze, for use under resilient flooring, will run in *Better Homes & Gardens Kitchen Ideas, Home Modernizing Guide, House & Garden's Book of Building, House Beautiful's Houses & Plans Book, Living's New Guide to Home Planning & Remodeling, New Homes Guide* and *Today's Home*.

Service ads are set in *Architectural Forum, Architectural Record, House & Home, NAHB Journal, Practical Builder* and *Progressive Architecture*. Trade publications on the schedule include *American Lumberman, Building Supply News, Floor Covering Profits, Floor Covering Weekly, Flooring, Home Furnishings Daily* and *Western Flooring*.

Batten, Barton, Durstine & Osborn is the Armstrong agency. #

ABC Films Adds Unit

ABC Films, New York, has set up a licensing department to handle character merchandising franchises for several of the company's shows. Ronald E. Willman, client service manager, will head the department as a part of his client service duties. The ABC subsidiary has acquired merchandising rights to "26 Men," "The People's Choice," "Three Musketeers," "Sheena, Queen of the Jungle" and "The Adventures of Jim Bowie."

Ratner Mfg. Names Steinlauf

Ratner Mfg. Co., San Diego maker of men's clothing, has named Malcolm Steinlauf Co., Los Angeles, to handle its advertising and promotion.

Giant Agencies Will Never Rule Advertising: Jones

(Continued from Page 1)

ness for the simple reason that agencies are not manufacturing concerns or chain stores, and never can be. In the last analysis, all we have to offer is creative brains—our sole inventory," said Ernest A. Jones, president of MacManus, John & Adams, Bloomfield Hills, Mich.

"And I do not think that even the most ardent exponent of strength through size arbitrarily states that doubling or tripling size increases brain power proportionately."

Discussing the question of mergers at the southeast council of the American Assn. of Advertising Agencies meeting here today, Mr. Jones said, "If the combined brain power of two agencies is capable of doing a better job than either could do separately, then the merger is desirable and justified."

■ He said mergers were justified:

1. "If the goal is better service, rather than sheer size."
2. "If the operating philosophies of the contracting agencies can be blended homogeneously."
3. "If the combined managerial talent is not spread dangerously thin."
4. "If the loyalties and ambitions and teamwork of the staffs are not thwarted or destroyed."
5. "And, if the resultant new agency is a more complete functional unit to do its job than were the combining forces."

■ "Certainly there will continue to be mergers in the agency field," he said. "But agencies—by a sort of Darwinian law of survival—will tend to remain at the ideal size to do their particular job."

Mr. Jones said that agencies are now being called upon to produce advertising which does two jobs: Move the goods, and create "faith in the maker which gives the new product or service at least a fair trial.

"Even today, with an abundance of advertising funds, it is well nigh impossible to identify many well-known products by their makers," he said. "And as the market continues to swarm with new products, or old products under new sponsorship, consumer confusion mounts and is expressed in reluctance to purchase new products and in capricious loyalty to once solidly established brands.

"Integrity of the maker is becoming the only fixed point upon which the consumer can set his course. And the advertising dollar which does not do its share toward establishing that recognition and confidence comes increasingly close to being a wasted dollar, in my opinion."

ANTHONY C. CHEVINS, *vp of Cunningham & Walsh, New York, has been named director of the agency's creative department, a new post.*

An additional opinion that giant, merged agencies are not inevitably the answer for advertisers—at least industrial advertisers—was voiced at the same meeting by Fred Wittner, senior partner of Fred Wittner Advertising, New York.

"Undoubtedly there are sound reasons for mergers among agencies and companies, all revolving around the economics of conducting and perpetuating a business today," Mr. Wittner said. "But this doesn't make the merged or large agency more qualified, per se, to service an industrial account.

"The agency of any size which recognizes the principal of 'total participation' in its client's sales promotion activities—encompassing its publication advertising, its supporting sales and operating literature and its valid publicity potentials—is still the right agency for the account."

In selling agency service to clients, he said, agencies engaged in industrial advertising "make the mistake of imitating consumer agencies, and in a fatal area—pricing.

■ "I am a staunch advocate of the commission system," Mr. Wittner said, "but I don't think it ever would have gotten off the ground if it originated first with industrial advertising instead of the other way around.

"The reason is very simple: In nine industrial accounts out of ten, you can't give depth of service required solely on the basis of commissions and remain in business. My agency has been at it 20 years; we've kept careful cost accounting records. And in every instance where we have been paid for our labor above and beyond commissions, a satisfactory performance has been rendered the client and a satisfactory profit has resulted for the agency.

"In practically every instance of a non-fee account, the reverse has happened—ultimate disaffection on the part of both the client and the agency. Performance and compensation are as indivisible in agency work as they are in other service business." #

FTC Sets Study of Food Distribution Growth in Decade

WASHINGTON, Feb. 5—The Federal Trade Commission has set out to record the revolution in food distribution, with a survey which seeks to trace the experience of more than 1,000 major food distributors during the past decade.

When the results are in, FTC hopes to come up with a report which will put a spotlight on new merchandising trends, inventory policies, merger situations and concentration of power.

■ The study, which is concentrated in 15 metropolitan areas, deals with three types of distributor: chains; voluntary groups of wholesale grocers, and retailer-owned food distributing groups. Each is asked about mergers and acquisitions, interlocking directorates and number of units in 1948, 1954 and 1958. In addition, wholesalers are asked about services provided for retailers, including cooperative advertising, purchasing, warehousing, managerial and accounting advice. All groups are asked about their ownership of food manufacturing and processing facilities and about their inventory policies. #

Meredith Buys Replogle Globes

Meredith Publishing Co. has purchased, for an undisclosed price, Replogle Globes Inc., Chicago. Fred Bohen, Meredith's president, has become board chairman of Replogle, while Luther I. Replogle continues as president,

THE ADVERTISING MARKET PLACE

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts, size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING JUNE 30, 1958 **41,961**

HELP WANTED

AD SALESMAN—

As our present salesman is moving to the far West, we need immediately an experienced space salesman to cover Chicago and the Mid-west for our semi-monthly, news-tabloid in the plumbing-heating-airconditioning field. Salary plus commission. Write full details, including income requirements, to:

THE CONTRACTOR Magazine, Grand Central Terminal Building, New York 17, N. Y.

MOLENE

Editors .....Public Relations
Copywriters .....Advg. Managers
Artists .....Media .....Production .....Service
"All is grist, which comes to our mill"
Andover 3-4424, 105 W. Adams St., Chgo 3

ADVERTISING SPACE SALESMAN

Midwest sales manager is needed by publisher of solidly-accepted trade magazines. Unusual opportunity for young, aggressive man willing to learn the field, travel a wide Midwest area from Chicago base, and work hard.

Box 2212, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

INDUSTRIAL ADV ACCT EXEC. N.Y.C. Engr bkgrd hipfl. Hi poten qualified man. **To $15,000 TIMELY PERSONNEL AGCY 507 Fifth Ave. New York 17, NY. Mu 2-6753**

BUSINESS PAPER SPACE SALESMAN

We're looking for a tough-fibered creative type man to sell space in highly competitive field. Lots of opportunity and permanence for the right man with solid multiple publisher. Eastern territory. New York Headquarters. Interviews early March. Send complete resume to:

Box 2222, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

EXECUTIVE & CLERICAL EXPERIENCED & TRAINEE
Publishers Employment
469 E. Ohio St., Chicago, SU 7-2255

WANTED NOW—
EXPERIENCED LAYOUT ARTIST

Primarily layout, but will have opportunity for all types of art. The man we are looking for must have imagination, crispness of rendering and versatility. He will work in a stimulating, interesting atmosphere in our 14-artist studio.

For the right man this position offers a secure, well-paid lifetime career. This large agency is located in a pleasant midwest town between Chicago and St. Louis. A good place to raise a family. No commuting problem. We are growing rapidly; our reputation is excellent. Ask any media representative.

Phone or write Harold Bramble, Senior Art Director, The Biddle Company, 814 N. Main, Bloomington, Illinois. Phone 7-6036.

BIRCH Personnel Service, Inc.

The Midwest's outstanding placement service for Adv. • Art & allied fields.

By appointment only
59 E. MADISON • SUITE 1417
CHICAGO 2, Ill.
CEntral 6-5670

More Pages of Advertising Are Placed in Missile Publications By Roark & Colby Than By Any Other Agency

Roark & Colby Advertising, Inc.
64 E. Jackson • Chicago • HArrison 7-2940

HELP WANTED

PRODUCT MANAGER

Gillette Laboratories of Chicago has an opening for a Product Manager in its Advertising Department.

This person should have experience in the proprietary drug field in advertising, packaging, product development, and sales promotion. Sales experience would be helpful but not essential. Furnish resume of experience in first letter. All replies held in strictest confidence.

Mr. Peter Jernberg, Training Director, Gillette Laboratories, 456 Merchandise Mart, Chicago 54, Illinois

ADVERTISING & PUBLISHING FOR ALL TYPES OF PLACEMENTS GEORGE WILLIAMS—PLACEMENTS 209 So. State St. HA 7-1991 Chicago

UNUSUAL OPPORTUNITY FOR AN UNUSUAL INDUSTRIAL AD MAN

Somewhere there is a man 28 to 35 with strong industrial advertising background and a feeling for mechanical things, who realizes that now is none too soon to secure his future. He is doing a superior job where he is, but he can see it's a long way to the top; too many ahead of him. In training and outlook, he is an ADVERTISING MAN. He thinks in terms of the whole process: of the facts, the product, the market and the client's aim; of making a plan and of carrying it through. He writes penetrating copy and conceives layouts in sufficient detail to get what he wants from layout artists. His personal pride in accomplishment makes him want to follow through on key production details. He is a bear for responsibility—has the ability and desire to earn the right to head an agency like this 25-year New England group. If you are such a man, we need you—for copy and follow through on production so that, bit by bit, you can take over the functions which the two principals perform. We offer you a future—the youngest man ahead of you is approaching fifty—but the opportunity here is more attractive than the immediate salary, so if you just want more money, don't inquire. We want an ADVERTISING man who can see into the future; for HIM we hav a future. What have you for us? Tell us completely in writing and in complete confidence.

Box 2221, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

Personalized PR

Old, established publicity-public relations concern has set up new facilities for agencies and adv. managers to do all PR work on nominal annual basis. Only five such accounts accepted initial year.

Box 398, ADVERTISING AGE
630 Third Ave
New York 17, N. Y.

ACCOUNT EXECUTIVE

preferably with industrial background

experienced in account management, contact, copywriting

wanted by progressive, medium-sized agency in St. Louis

State background, salary, send samples

Box 402, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

POSITIONS WANTED

Ex Art director of top women's fashion magazines wants part time work doing rough "idea" layouts thru comps. Also some experience in industrial advertising accounts.

Reply P.O. Box 801, Sag Harbor, L.I. N.Y. or call SAg Harbor 5-0843

AVAILABLE

EXECUTIVE SPACE SALESMAN EXCELLENT RECORD IN SALES AND MANAGEMENT. EAST COAST.

Box 2219, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

P.R. ASS'T.—OR ASS'T. AD MGR. Copywriter 2 yrs. with major retail chain. Experienced editor, P.R. ass't. Age 28-degree-single. Prefer Chicago.

Box 2223, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

LAYOUT ARTIST—ART DIRECTOR Knowledge of production. 5 yrs. exper

Box 2224, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

VERSATILE WRITER/EDITOR PUBLICIST-AD MAN

6 years edit-mgr. trade publication, BA, UCLA, seeks permanent position in advertising (copy, layout, client contact), public relations, publicity or editing. **Peter Lacey, 4206 Lakewood Dr., Lakewood, Calif. HA 1-3974.**

CREATIVE ACCOUNT EXECUTIVE seeks growing agency needing hard work. Solid experience, agency and client, in contact, management, copy, art and production, industrial and consumer. 30 years old. Midwest now, can relocate.

Box 2225, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Unusual Opportunity for Alert Mfgr.! Creative Adv. & Sales Promotion Manager, Natl. Home Appl. Mfgr. Know DM, PR, TV, Direct and lead sales, Recruiting, Trng. Call NEmark 5-5147 or write S. K. Siwek, 1619 N. Stoneacre St., Compton 2, Calif.

NO FANCY CLAIMS, and not expensive. Trade paper assistant editor seeks publisher, agency or corporate spot West Coast, prefer So. Calif. Direct experience rewrite, publicity, PR, production, and house organ editorship N.Y. and L.A. Conscientious coll. grad, single, 30s. **Elmo Gambarana, 605 N. Windsor Blvd., L.A. 4. Nights phone HOllywood 3-6123.**

AN EDUCATED MIND A WILLING SPIRIT

Pilot in Strategic Air Command; 26, married, Bachelor's degree in English. Experience in radio, TV, newspaper work. Photographs and paints in leisure time. Interested in advertising, PR and related fields. USAF commitment ends May. Present employer knows of this ad.

Box 2226, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

PRODUCTION

Agency man who WORKS! Unrelenting follow-thru on detail. Sharp buyer. . .technical know-how. Salary LOW—quality HIGH. Chicago!

Box 2227, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Free lance art director, layout artist & designer with 12 years experience on consumer & industrial accounts desires association with agency or advertiser in Chicago area on a space plus billing basis.

Box 2228, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Artist, space and promotion know-how and can-do wants live agency or company spot.

Box 2229, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

A RARE Bird . . .

Art direction . . . layout . . . creativity . . . Technician. Here's creative ad ability Here's ad drama coupled with a thoro understanding of things technical. Specialized knowledge of electronics and HI-Fi. Quick grasp of how things tick. Relocate anywhere. Want more info? write

Box 2230, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

TOP FLIGHT ART DIRECTOR

Available a day a week on retainer. Wide experience in advertising and magazine editorial design, annual reports, booklets, folders, and packaging. Box 399, Advertising Age, 630 Third Ave., New York 17, N. Y.

WANTED TO BUY
Building Products and Equipment

To be purchased by *building teams* who will design and build $37.5 billion volume of shopping centers, schools, skyscrapers, industrial plants and other *big buildings* in 1959.

BUILDING CONSTRUCTION ILLUSTRATED—the *only* publication *exclusively* reaching the contractor-architect-dealer BUILDING TEAMS that specialize in construction of important non-residential buildings. *60% of BCI's contractor readers offer complete "package construction service" (including design).* Highly-illustrated, on-the-job reports on new methods for constructing these important buildings.

Every reader an immediate force for the specification, purchase and use of your building product . . . no waste circulation.

Write for free brochure

BUILDING CONSTRUCTION *Illustrated*

Industrial Publications, Inc.
5 S. Wabash • Chicago 3 • FRanklin 2-6880

POSITIONS WANTED

INDUSTRIAL MARKETING

Have excellent experience planning industrial adv. and sales promotion, good financial training, plus professional management training. Can be key man as Ad Mgr or in equivalent marketing challenge.

Box 2231, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

INDUSTRIAL, TECHNICAL EXPLAINER/PERSUADER

Graduate M.E., experienced as tech writer, a.m., 14 yrs agcy copy-contact a.e. planning and creating ad campaigns, publicity, house organs, sales and service lit on products and services for industry, business, some consumer. Knows media, prodn. Self-employed (agcy), but too many non-creative chores. Seeks responsible spot with southwestern agcy or co. permitting more continuous use of higher abilities. Family man. Write:

Box 2233, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MIDWEST REPRESENTATIVE

seeking publisher who wants an experienced man to increase space sales. Headquarters in Chicago, but personally familiar with advertisers and agencies in most major Midwest cities.

Box 2234, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING SPACE SALESMAN

Yrs of intensive selling exp consumer & trade in NY & Eastern territories. Familiar with mktg & merchg.

Box 2235, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

COPYWRITER-CALIFORNIA

8 years experience in pharm., medical, chemical, and food processing copy. Ethical and o.t.c. copy; photo reporting; news letters, brochures, folders, sc. ghost writing.

Box 2236, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

COPYWRITER—well grounded in cosmetics, soft goods, accessories. Agency-Company experience, all media.

Box 2237, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

AE/COPYWRITER AVAILABLE

Not so old pro (32) wants opportunity present job lacks. 4 yrs AE, copy chief; hitch as AM. Top copy, ideas; strong industrial. Married. You furnish canoe, I'll paddle.

Box 2239, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EDITOR/WRITER ready to change

Now editor of 3 large circulation trade magazines. Formerly editor of multi-million circulation consumer magazine. Author one published book. Expert on construction, architecture, design, automobiles, church management. Ready for magazine, newspaper or ad agency connection. Present salary in 5 figures. Now in Chicago.

Box 2238, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

YOUNG COPYWRITER AVAILABLE TO CHICAGO AGENCY

Presently provoking buyer interest for industrial, farm, small consumer accts. Good visual sense, enthusiasm for ideas, contact & merchandising experience. Can dig out facts without being led. 5 years agency and newspaper. Write for resume.

Box 2242, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING EXECUTIVE "FOR SALE"

- **Account Executive**
- **Adv. Sales Prom. Mgr.**

Rare combination of planning, creative and administrative talents sharpened by successful record in retailing consumer and industrial fields. Former advertising director; operator of small agency. For complete résumé, write Box 395, ADVERTISING AGE. 200 E. Illinois St., Chicago 11, Ill.

REPRESENTATIVES AVAILABLE

PUBLISHERS REP ORGANIZATION SERVING OHIO, PA., MICH., WEST. NEW YORK available for audited publication.

Box 2240, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Chicago Publishers' Representative, a good developer and producer with a performance record to prove it, wants trade, industrial or business publication to represent in the Chicago territory. For a publisher with a sales and office problem in Chicago this is an opportunity.

Box 2241, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

REPRESENTATIVES WANTED

Wanted—Eastern publisher's representative. Two established trade publications with sound potential. Give complete details.

Box 2214, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

West Coast Representatives for specialized consumer books. E. Jackson, Fawcett Publications, 67 W. 44 St., New York, N. Y.

BUSINESS OPPORTUNITIES

$500,000 CASH for Trade Publications

Responsible clients seriously interested to buy substantial trade papers; single or group. Write in confidence. **Charles K. Feinberg, Publications Broker, Box 1036, Newark 1, N. J.**

PROMOTIONAL-MINDED SALESMAN Wanted to invest approximately $5000 as active associate with profitable monthly publication in Los Angeles. Phone DUnkirk 8-0416 or write

Box 27 RO 528, ADVERTISING AGE
4041 Marlton Ave., Los Angeles 8, Cal.

MISCELLANEOUS

Bingo Time U.S.A. printers of personalized bingo cards for Radio, Television or Newspaper Ad promotions. P.O. Box 906, Denver 1, Colorado. Alpine 2-7539.

ZINC, LINE, HALFTONE, CUTS (for conventional, printing, gold stamping) 6 Square inches $1.60
Write for FREE catalog containing samples of our work, rate card.
GALLAGHER'S ENGRAVERS P.O. Box 115, Hazleton, Pa.

RUSSIAN CIGARETTES—for the non-thinking man. A really different smoke. Send $1.00 to **Tobacco Imports, Box 2156, San Francisco 26, Calif.**

SALES LETTERS—6 "Psychological Masterpieces" that will get results, as Blue Chip firms rated AAA-1 will testify: $250. **Robt. E. Jackson, 6309 N. Albany Ave., Chicago 45, Ill.**

SHARE Mad-53st office with travel, photog. large, light, aircond. full equip. incl. IBM. perfect AD, copywrtr, artist or rep. Sec. ser. avail. **Chas. Rotkin 13 E 53 NYC Plaza 3-7464**

SALES PROMOTION ABILITY YOU CAN USE AT A PROFIT

Shirt sleeve sales idea executive with 8 years seasoned, resultful experience. This staff level man will help you to profitably develop and coordinate the promotion of your products from the package out . . . including creation, preparation, production and distribution of your sales-display material for maximum effect. Single, 32, college, will travel. Box 400, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

A CHALLENGING OPPORTUNITY

awaits experienced man as Manager of Sales and Promotion of a large commercial printing plant. Must have a convincing background, be energetic, creative, perceptive and personable. Capable of analyzing the potential market for an intensive sales campaign, a proven sales executive able to direct the existing sales staff and to generate new business to meet the needs of our expanding operation.

Plant is located in a rich industrial center within four hours of New York. This modern plant employs three hundred, produces letterpress and offset work. Contact: Box 394, ADVERTISING AGE, 630 Third Ave., New York 17, N.Y.

VIRGINIA OR CAROLINA AD DEPT. OR AGENCY

Desire dept., agency or allied position in your area. 15 years diversified dept., agency sales promotion, merchandising, pub. rel. and graphic arts experience. Industrial and consumer. Contact, creative, administrative work. Dependable, resourceful. Married. College. Moderate salary requirements.

Box 401, Advertising Age
200 E. Illinois St. Chicago 11, Ill.

CUTS HALFTONES ETCHINGS
5 SQ. INCHES FLUSH MOUNTED Overnight by Airmail. **1.65**
Larger sizes, proportionately priced.
Ward Kah Box 87 Glendale 6, Calif.

"ADVERTISING SALES"

Product Sales and/or Advertising, Advertising Agency experience preferred for sales opening in top-flight mass consumer magazine. College background desired for the man who will help represent this fine publication and who will be paid a straight salary based on experience and proven ability. All applications confidential. Send letter and résumé to

Box 403, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

SENIOR EDITOR

CONSULTING ENGINEER magazine is circulated among engineers in private practice in the United States, Canada, and Europe. Editorial content deals with professional and business matters of interest to the consultant as a businessman and technical matters useful to him as an engineer.

Though our publication is less than 6 years old, we are running 1800 pages of advertising annually, and each year we have shown a substantial gain. For several years we have led *all* monthly business papers in pages gained.

To help maintain our high quality and unmatched reader interest, we need another editor with these basic qualifications:

Engineering degree—preferably civil or electrical.

Editorial Experience—preferably with an engineering, construction, or architectural magazine. Ability to write interestingly and accurately. Previous experience in consulting, architectural, or construction firm helpful.

Since applicant will be dealing with history, current events, foreign affairs, and business practices, as well as purely technical engineering subjects, he must have a wide range of interests and a good literary background. He must, within a reasonable time, be capable of handling anything now done by the editor or the managing editor. Considerable travel is required to call on readers, attend professional meetings, etc.

Salary is entirely open, and will depend on the applicant's current earnings as well as his education, experience, and other qualifications.

St. Joseph is the resort of Michigan, and living conditions are ideal, with the very best schools, hospitals, and all other facilities. We will pay relocation expenses.

Replies will be treated in confidence and should be sent to personal attention of

R. W. Roe, Managing Director
St. Joseph, Michigan
Phone—YUkon 3-2506
Garden 9-3900 (evenings)

TV-Radio Director
FLORIDA

We want a man who can create and direct production of TV-Radio Commercials produced within agency. Age no factor. Experience, creative ability, technical knowledge and cooperative attitude mandatory. Excellent working conditions, beautiful south Florida coast city. Salary not like East, but enough for you to live mighty well in Bradenton. We want to fill this position quickly. Send résumé, etc.

William M. Beckley
John L. Douglas and Associates, Inc.
1101 29th Avenue West
Bradenton, Florida

PUBLISHERS' REPRESENTATIVE

Interested in soliciting Eastern and Midwestern publications for representation of space sales on West Coast. References exchanged.
Box 27 RO 527, Advertising Age, 4041 Marlton Ave., Los Angeles 8, Calif.

PUBLISHERS

We are an aggressive hard hitting advertising sales organization and need additional publications in which to sell space. If you are looking for representation, we want to talk to you. If we represent you, you have no costs, sales, credit, etc. Your inquiry invited. Box 393, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Illinois.

ATTENTION:
ADVERTISING SPECIALISTS
It's easy to sell **LITHOGRAPHED** Continuous Rolls, Continuous Pennants, Continuous Corrugated material. Made from inexpensive paper, (no costly cloth, plastic, or cardboard) Non-competitive. National Advertisers everywhere use them. Colors, sizes, prices for every budget. Many territories still open. No objection to other lines. Samples free. Fast estimates. Commissions paid promptly. Write, tell us about yourself. Advise lines handled. **Address: Sales Manager, The Progress Lithographing Co., Cincinnati 37, Ohio.**

Our 48th Year
MARKETING—Research. Mktg. research man, young, with substantial exper. on mktg. side. to $15M
COPY, cosmetic. Salary depends on exper., samples OPEN
AE, foods. Beer, canned meats exper. helpful $15M
COPY-CONTACT, indust. S.W. Electronics, electro-mechanical to $11M
COPY-CONTACT, sales and technical literature $8500-9M
GLADER CORPORATION
Don Harris, Dir. Adv. Div.
110 S. Dearborn CE 6-5353 Chicago

HI FI—RECORD—PHONO
PUBLISHING OPPORTUNITY

Editorial-Sales team with outstanding contacts and experience in field, available to produce complete Hi Fi, Record, Phono section for existing publication or start new trade or consumer book with mass appeal. Box 397, ADVERTISING AGE, 630 Third Ave., New York 17, N. Y.

Promising Publication for Sale

New quarterly youth magazine for sale. Excellent format and acceptance. Started two new magazines, can't keep up with both. Fine opportunity for investment and development. Can be continued as a National or Regional publication. For further information: Box 396, ADVERTISING AGE, 630 Third Ave., New York 17, N.Y.

Keep Top Brass Informed

Give your management all the facts! Keeping up-to-date on what's going on is a must in today's fast-moving business scene. Our clipping coverage of over 3500 business, farm and consumer magazines, as listed in Bacon's Publicity Checker gives you the assurance of a complete clipping service. Check into our complete service today!

BACON CAN GIVE YOU CLIPS ON:
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CONTEST — *Seamless Rubber Co., New Haven, will promote its "Small Ball" contest with displays like this and ads in sports and boys' magazines. The campaign, breaking in February, kicks off Seamless' "largest consumer program since its founding in 1877." Charles W. Hoyt Co., New York, is the agency.*

National's Ads to Urge Easterners to Drink Bourbon

(*Continued from Page 2*)

women for the first time in a National Distillers brand ad.

The Bellows Club ads will introduce a new word, "Bourbonite," coined and copyrighted for this campaign.

Alynn Shilling, vp and advertising director of National Distillers, said that the campaign has been carefully planned and is based on intensive marketing research and extensive consumer checks.

"Since the war," he said, "there has been a steady increase in bourbon popularity in eastern markets. We believe that now is the time to make a concentrated effort to bring the story of Kentucky bourbon straight whisky to the New York metropolitan market and from there to other eastern metropolitan cities."

Mr. Shilling noted that National Distillers in 1953 introduced its bonded Old Crow in a milder 86 proof, which proved so popular that it has increased its volume six times since then. A year later a similar move was made with Old Taylor, and last September Old Grand-Dad joined the 86-proof group.

■ "Offering these outstanding whiskies in the milder proof was just what the American public wanted," Mr. Shilling said. "The trend in the East is definitely away from blends to straight whiskies." As an example, he said, when Old Taylor was offered in its 86-proof bottling, its sales in the metropolitan New York area increased 400% without extra advertising or promotion.

One of the important points about the current campaign, Mr. Shilling said, is that it will also serve as an institutional campaign for Kentucky bourbon as well as for company brands. A special publicity and merchandising campaign will support the ads.

"This drive in the New York metropolitan market," he said, "is only the first in the East. We plan to expand the campaign, market by market, along the entire East Coast. The East is ready to switch from blends to bourbon."

Liquor marketing experts estimate the current ratio of blends to straights in the New York market is approximately 60% to 40%. Nationally, it is estimated that the ratio is currently about 51% blends and 49% straights.

■ Latest available figures show that National Distillers in 1957 spent an estimated $19,280,000 to advertise its liquor brands. Of this amount, about $17,219,497 was in measured media, of which $8,541,769 was placed in daily newspapers, $5,639,044 in magazines, $456,300 in business publications and $2,582,384 in outdoor. It is believed that these totals were slightly higher in '58, but the company refuses to release figures.

To advertise its bourbon brands nationally, the company last year used 700 newspapers, 12 magazines, outdoor showings in 150 markets, and about 50 business papers.

Advertising budgets have been increased for 1959 on all brands, particularly for bourbon advertising, but the company refuses to reveal details. Indications are that the larger part of this year's advertising expenditure will be concentrated on bourbon advertising, which, a company executive said, "will not be limited to eastern markets by any means." ≡

WE WANT THE PRINTING JOBS
Photo Offset, B&W or color. Long or short runs. Quality work! Agencies, Brokers, Mfgs., invited to investigate.
YOUR PRINTER DOESN'T WANT TO HANDLE
PRODUCTION PRINTERS
DEPT. AA TOWANDA, PENNA.

ADVERTISING IN FRENCH CANADA
publicité promotion relations humaines
publicité Huot LIMITÉE *advertising*
353 ST-NICOLAS MONTREAL CANADA
MEMBER CAAA

Lambert & Feasley Names 3

William J. Corcoran, a member of the marketing research department of Lambert & Feasley, New York, has been promoted to assistant to James J. Flood, vp and director of marketing. Lambert & Feasley also has promoted Alfred J. Smith, who joined the agency in 1956, to assistant treasurer. Sally Cramer has joined the agency as creative coordinator on DuBarry cosmetics. She formerly was advertising and publicity director of Jacqueline Cochran Inc.

Heinz Names Robert Taylor General Marketing Manager

H. J. Heinz Co., Pittsburgh, has promoted Robert P. Taylor, with the company 24 years, to general manager of marketing, and a member of the U. S. operating committee. Mr. Taylor, who formerly was manager of the Heinz middle Atlantic sales region, assumes duties formerly handled by B. Dent Graham, former vp in charge of marketing, who now has been named exec vp—Heinz U.S.A. (AA, Jan. 19).

Robert P. Taylor

Seattle Restaurateur Sees Drop in Credit Card Charges

Walter F. Clark, Seattle restaurateur, returning from a directors meeting of the National Restaurant Assn. at Boca Raton, Fla., said American Express Co. is considering a revision which would reduce the collection charge on credit cards from 7% to 5% for most restaurants. The Hilton chain also has proposed a new collection schedule, with a basic 4½% rate. Mr. Clark said this plan is considered less satisfactory because it would apply to tips and taxes as well as food charges.

Seattle restaurants recently led a revolt against collection charges of national credit card companies and are adding 5% to the bills of patrons who use such cards.

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BEST-TEST PAPER CEMENT
A Real Adhesive
NO WRINKLING CURLING SHRINKING
"BEST-TEST" never wrinkles — curls — shrinks. Excess rubs off clean.
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A size for every purpose. Sold by Stationery, Artist Supply and Photographic Dealers everywhere.
UNION RUBBER & ASBESTOS CO. TRENTON, N.J.
BEST-TEST MAKES PASTING A PLEASURE

Traffic Stopper!

Your classified ad in Advertising Age gets the attention of over 158,000 marketing men and women. You get traffic-stopping action for as low as **$5 per ad!**

Use This Space to Print or Type Your Classified Advertising Message

Classified Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper and lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date.

Display Classified Rates: take card rate of $18.75 per column inch, and card discounts, size and frequency apply.

I am enclosing $_____
My Name_____
Street_____
City_____ Z____ State_____

Clip and mail this form to:
THE ADVERTISING MARKET PLACE
ADVERTISING AGE
200 E. Illinois St. Chicago, Illinois
4041 Marlton Avenue Los Angeles, Calif.

Burnett Gives Staffers His Views on Client Loyalty

(Continued from Page 1)

real try, we are not completely honest with ourselves in advertising them to others.

The very least we can do is to remain neutral, and I guess this memo was touched off by two recent incidents.

Recently I overheard one of our people sound off with some loud and derogatory remarks about what lousy cars Chrysler makes—how they fall apart—"I guess I'll stick to a Chevy," etc.

In another instance I heard one of our people who smokes Winstons, I believe, say to a group of outsiders, when offered a Marlboro, "I can't smoke those things!"

I'm sure you'll agree that this is going a bit too far.

The net of the way I feel is this:

Naturally you don't need to do all your banking at Harris, but you should certainly think of Harris when opening a new or separate account.

Maybe you don't eat canned vegetables, but if you do, those products with the Green Giant label should find a space in your shopping cart.

Certainly nobody would suggest that you tear up your insurance program, but shouldn't you look at the Allstate story on any new coverage you want?

If the picture is still sharp on your old RCA, keep on looking, but do look at Motorola when you change. The same applies to vacuum cleaners and washing machines.

Maybe you have bunions and need a special orthopedic shoe, but you might consider Buster Browns or Robinhoods for those nice, normal feet your kids run around on.

When you go on your next car-trading expedition, one of the Chrysler lines should be at least on your looking-list.

Generally, the products of our clients enable us to have a good breakfast, keep the house clean, wash our clothes, fertilize our lawns, neatly plaster up cuts and bruises, gas up the car (one of "ours"), insure it, keep our faces, teeth, and dishes clean, bake a cake or pie, have soup, tuna, spaghetti, peas or corn for lunch or dinner, send our hogs to market faster, make our hens lay more eggs, walk well-shod and relax with a good cigaret while we watch tv or listen to stereo hi-fi.

I recognize the unconscious spirit of rebellious independence that exists in all of us, and the compulsion you or I may have to demonstrate that we wear no man's yoke. I have always felt, however, that there were better and more rewarding ways of doing this than in conspicuously avoiding or flouting the products of the people who pay our way.

I'll let the kids off the hook. I don't believe in the principle of reminding them of where their living is coming from. (They'll learn soon enough as it is.) If, for example, they are attracted to a premium offered by General Mills or General Foods, bless their fickle little hearts. We'll catch 'em next time.

I guess my feeling is pretty well summed up in the remarks of the vice-president of a competitive agency. When asked why he was smoking a not-too-popular brand of cigaret which his company advertised, he replied:

"In my book there is no taste or aroma quite like that of bread and butter."

LEO BURNETT

P.S. Inasmuch as this memo expresses an entirely personal point of view, I can't resist adding that if any of us eats those nauseating Post Toasties or Wheaties, for example, in preference to the products of Kellogg's, I hope he chokes on them; and if any of us fertilizes his lawn without first trying Golden Vigoro, I hope it turns to a dark, repulsive brown. If you smoke cigarets and your taste is so sensitive that it discriminates strongly between "our brands" and competitive ones, please, as a personal favor, don't put the competitive package in front of me on the conference room table, because it does things to my blood pressure.

TRIPLE DOSE—*These three color ads are scheduled in a four-way pre-Lenten promotion by Carnation Co. (through Erwin Wasey, Ruthrauff & Ryan, Los Angeles), Canned Salmon Institute (Cole & Weber, Seattle), the Commission for Spanish Green Olive Advertising (McCann-Erickson, Chicago) and the National Macaroni Institute. The ads run in the March Better Homes & Gardens with the salmon and olives ads also scheduled for the March Ladies' Home Journal.*

GRANT AGENCY TELLS ABOUT FOAM CURTAIN

CHICAGO, Feb. 5—The following item, which deals with the selection of Grant Advertising by Jos. Schlitz Brewing Co. as the agency for its Old Milwaukee beer (AA, Dec. 15), and the preparation of ads for the Old Milwaukee campaign which broke this week (*see story on Page 8*), was published in the January issue of "Grant Advertising News":

"The curtain that guards atomic secrets is not much more difficult to penetrate than was the secrecy which surrounded the work done on Old Milwaukee beer at the Jos. Schlitz Brewing Co. in Milwaukee and at Grant-Chicago.

"For months only top management at both Schlitz and the agency knew of the plans that were being formulated. When meetings were held in Chicago, a suite was rented at the Drake Hotel to protect the identity of the participants. And when agency people visited Schlitz in Milwaukee, they were locked in the directors' room.

"Artists, jingle writers, musicians, tv producers and everyone else who worked on the account, were required to sign a paper promising not to divulge to anyone any information concerning the identity of the advertiser, the name Old Milwaukee beer, or any other facts in any way relating to the advertising campaign.

"Throughout Grant-Chicago, Old Milwaukee was referred to only as 'Product X'." #

Flamingo Appoints Cornish

William A. Cornish, formerly with Official Films, has been named director of national sales of Flamingo Telefilm Sales, New York.

Connecticut Mutual Enters National Consumer Ad Arena

HARTFORD, CONN., Feb. 5—Connecticut Mutual Life Insurance Co. debuts as a national consumer advertiser this month with a human interest-type color page in the Feb. 23 *Time*.

The ad pictures two boys, one wanting to go fishing and the other anxious to play baseball. "Not everybody wants the same thing," the headline reads, leading to the copy theme that each man's financial and family situation is different and, therefore, his life insurance program must be different.

This ad will also appear in the March 16 *Newsweek* and in the April 6 *Time*. A second ad on the same theme will appear in the April 27 *Time*.

DECISIONS, DECISIONS—*"To each, his own insurance needs," is the theme of Connecticut Mutual's first national consumer ad.*

■ The company announced its new national ad program at a meeting of its 83 general agents in Hollywood, Fla., this week. At the meeting the company also issued merchandising kits suggesting ways to use reprints of the ads as direct mail for pre-call and post-call reminders.

The 113-year old insurance company currently has about $4 billion of insurance in force and reports that last year it sold $537,000,000 in life insurance, a 17½% sales increase over 1957.

The company will continue to use insurance trade papers and direct mail. The company also uses ads in cattle and ranch business publications to promote its ranch loan service (AA, Oct. 17, '55).

Wilson, Haight, Welch & Grover Inc., Hartford, has been Connecticut Mutual's agency since 1942. #

Fight for Beer; Honor It, Brower Adjures Brewers

(Continued from Page 1)

taste for bland things today, Mr. Brower pointed out that Americans have no use for bland courage.

"They love someone with guts and fight, possibly because they have so little of it themselves," he said. "They love Archie Moore because the old fellow doesn't have enough sense to stay on the floor when he is knocked down, but gets up and wins. They like de Gaulle because he acts as if he knows what he is doing. People love a fighter. They have no time for a cautious creep.

"I have some right to talk to you this way," Mr. Brower said, "because I'm a few cuts lower on the social scale than you are. I'm a huckster. I am a hidden persuader. I take pills to get to sleep and benzedrine to stay awake. I'm riddled with ulcers. But I don't care, because this whole concept of an advertising man is nothing but a lot of eggshells from egg-heads.

"I am proud of being an advertising man," Mr. Brower said. "If I had to do it all over again, I'd get back into my business so fast I wouldn't even have time to sign an application blank. I'm proud of it. I love it. And I'll fight for it every time I get a chance.

Charles Brower

■ "That's the way you fellows ought to feel," he told the brewers. "Your product is just as essential as bread, and a whole lot more inviting. Yours is the beverage of moderation. Beer has eased more troubles, and restored more smiles, than all the comics strips and tv shows in the land.

"Beer is more legal than corn flakes," he said. "The Constitution of the U.S. doesn't mention corn flakes, but beer was made specifically legal by the 21st Amendment, which repealed the 18th."

Americans drink less beer than Europeans, Mr. Brower said, because people in this country are being sold other beverages aggressively, "and thus far the Lord has seen fit to equip them with only one stomach each."

In Europe, he said, "nobody yells into people's ears that they ought to 'Take tea and see.'

"Nobody ever flooded them with $92,000,000 worth of soft drink advertising each year. Nobody keeps dinning into their ears, 'You never outgrow your need for milk.' Over here they are after you night and day.

■ "Women," Mr. Brower said, "are notoriously more affected by advertising and promotion than men. And as far as you in the brewing industry are concerned," he told the brewers, "they are just a nation of sleeping beauties. The proportion of women who drink beer has stayed at a good solid 40% for the past five years. If 60% of them think beer is just an odd eccentricity of the Old Man's—like watching baseball and boxing on tv—you're headed for real trouble.

"In the past," Mr. Brower said, "brewers have shown their greatest courage when they were clobbering each other. But you can't build an industry by buying each other out, or by claiming that yours is the only unharmful beer.

"Individually," Mr. Brower said, "brewers do good advertising. Some of it is even outstanding. But brand advertising is not enough nowadays. You've got to get the subject of beer back in the news. There has never been a better time than now. America is in the middle of a revolution—in living, housing, shopping, eating and entertainment.

■ "The trouble with beer is that it's too well accepted," he said.

"By making use of a real weapon that you have hardly used to date—your own organization, the U.S. Brewers Foundation—you should be able to set up a real war chest—$10,000,000 would be reasonable as a beginning. Part of this should be devoted to more aggressively opposing nonsense in regulations.

"But the larger part should go toward a great united effort directing attention to the glories of beer. Not Brand A or Brand B—but beer."

He suggested a tv spectacular, "The Festival of Spring" should be written by Rodgers & Hammerstein to present beer as it ought to be presented.

"They say this is an age of conformity," Mr. Brower said. "But it pays great dividends to those who refuse to conform, and especially to those who don't scare easily.

"Just remember a few simple things," he concluded. "Be proud of your business. Fight like hell. Don't conform. And stop being afraid of the old ladies in the temperance legion."

■ The Rev. Canon Bernard C. Newman, vicar of Trinity Church, New York, largest Protestant Episcopal parish in the country, told the brewers that "a Christian who drinks moderately can drink with thanksgiving."

Edward V. Lahey, who has headed the foundation since 1947, was reelected board chairman. Newly elected officers are William C. Figge, president of Theo. Hamm Brewing Co., St. Paul, 1st vice-chairman; Adolph Schmidt Jr., president of Olympia Brewing Co., Olympia, Wash., 2nd vice-chairman; Norman R. Klug, president of Miller Brewing Co., Milwaukee, secretary; Carl W. Haffenreffer, exec vp, Narragansett Brewing Co., Cranston, R.I., treasurer. #

FC&B Names Three to New Executive Posts

Foote, Cone & Belding has appointed three men to new positions in the western office in Los Angeles. Martin Koehring has been named vp and creative director. William Munro has been named

Martin Koehring

William Munro

vp and marketing director. Rudolph Pilch has been appointed assistant treasurer in the Los Angeles office.

Mr. Munro and Mr. Koehring formerly were with the Marschalk & Pratt division of McCann-Erickson, where they held similar positions. Mr. Pilch has been with the Chicago office of FC&B.

Dole Valve Names Gayton

Dole Valve Co., Morton Grove, Ill., has appointed John Gayton marketing director, a new post. Mr. Gayton formerly was with Reliance Electric & Engineering Co., Cleveland,

Legal Battle Set to Liberalize N.Y. Drug Sales

(Continued from Page 1)
ruled that aspirin is a patent medicine under the meaning of the law, and grocers could sell it, as well as Bufferin and similar "combination" products (AA, July 14, '58; Sept. 22, '58).

■ A loophole in the present law permits country stores to sell these common proprietaries. A country store is defined as one more than three miles from a pharmacist. These stores must be registered, pay a $5 fee, and the owner must be a citizen, of good moral character, more than 21 years of age, etc. What the proprietary makers and the food merchants want is basically the same deal for city stores as country stores now enjoy.

One of the little ironies of the present law is that products like Anacin and Bufferin, so close to aspirin in effect, are not in the "U.S. Pharmacopoeia" and hence may be sold by any outlet

■ Nicholas S. Gesoalde, executive secretary of the New York State Pharmaceutical Society, disputed the home remedy group's facts. In the first place, he told AA, it is actually a group of food merchants —"acting no doubt with proprietary manufacturer support." In the second place he insists that Anacin and Bufferin are covered by the rules—that despite the fact they are sold, the sale is still a violation, since their components are covered.

He went on to point out that some 860 deaths traceable to aspirin occurred last year and "not all of them were children—about 18% were adults."

■ New York also operates with a Pharmacy Board. The Pharmacy Board has considerable legal power. It can try a retailer and fine him $500. The retailer may appeal only, under present law, to the New York court of appeals, top court in the state. The Pharmacy Board is largely composed, its opponents note, of pharmacists. This judicial power has drawn considerable legal criticism. The New York Bar Assn. has called it a "vicious procedure," and the New York County Lawyers Assn. noted that "the power presently vested in the Pharmacy Board ... offends our fundamental concept of justice . . ."

The battle for new proprietary distribution will be fought out—of all places—in the education committees of the senate and assembly. Both committees are the scene of proposed legislation.

■ The senate has a bill from Sen. Earl W. Brydges, of Niagara County and chairman of the committee, which modifies the powers of the state Pharmacy Board by reducing the amount of fine for a violation to $100 and permitting the person found guilty to file for review in the supreme court (a court of original jurisdiction in New York). Mr. Brydges is also the author of a bill defining proprietary medicines, deleterious and habit forming drugs, a portion of which has the proprietary business up in arms. A deleterious drug is called: "Any drug which is likely to be dangerous or harmful to human life in the quantity contained in the package in which it is sold, offered, promoted or advertised."

■ The Home Remedies Committee figures that by this definition almost any product—or any large-size package of a product—is on the spot. It also notes another provision of the bill which limits the sale and dispensing of poisonous, deleterious and habit forming drugs to licensed pharmacists, or apprentices in the last two years of a school of pharmacy under a pharmacist's supervision, and provides that the pharmacist "shall acquaint the purchaser with the nature of the preparation, the dosage and the warning or caution contained on the label of the preparation." The proprietary makers are rather caustic about the chances of druggists reading the aspirin label to purchasers.

■ Meantime, the home remedies organization has three general objectives, and has friendly legislation to accomplish them: (1) the removal of milk of magnesia and aspirin from the list of harmful drugs and inserting them on the "C" or free list; (2) registration of food stores in cities, giving them the same rights as the country stores; (3) a realistic definition of proprietary medicines. #

SPECIAL—*Star-Kist Foods suggests a tuna pizza for Lent—and offers a 10¢ coupon to help buy the cheese —in this ad scheduled for newspapers in 120 markets starting Feb. 11. Leo Burnett Co., Chicago, is the agency.*

ROBERT BUGGELN

NEW YORK, Feb. 6—Robert H. Buggeln, 82, former agency executive and for the past 15 years head of the analytical department of the Strawberry Hill Press, Long Island City, N. Y., died Feb. 3 of a heart attack while at the wheel of his car in Rockville Center, N. Y., near his home. The car left the road and was stopped by a patio fireplace on a neighbor's property.

Born in Brooklyn, Mr. Buggeln worked in the ad departments of several New York newspapers as a young man before entering the agency business. He eventually headed his own agency, Buggeln & Smith, New York, but sold his interest about 18 years ago. He joined Strawberry Hill 15 years ago as a sales and printing analyst. He organized the company's analytical department and headed it until his death.

His son, Robert F. Buggeln, is advertising director of the *Miami News* and a former advertising director of the *New York Herald Tribune*.

Keck Agency Adds PR Unit

Keck Advertising Agency, Oconomowoc, Wis., has established a publicity and public relations department. Stuart Rau, who joined the agency as director of publicity, will develop a pr department and will make a full publicity program available to all clients. Mr. Rau formerly was with Ervin R. Abramson Advertising, Milwaukee.

Last Minute News Flashes

Eaton Named Media Director of Lever Bros.

NEW YORK, Feb. 6—Lever Bros. has promoted Howard Eaton Jr. from media manager of radio and television to media director of the company, succeeding Samuel Thurm, who last week was named advertising vp of Lever. Mr. Eaton is now responsible for purchasing all Lever space, time, talent and programs.

Shaw and Colgate Men's Line Part Company

NEW YORK, Feb. 6—Colgate-Palmolive Co. and John W. Shaw Advertising, Chicago, have "mutually agreed to terminate their advertising agreement on the Colgate men's line, effective May 7." The traveling problems involved in servicing this $300,000 account were mentioned as a factor in the termination. Shaw entered the Colgate stable in June, 1956, when it was appointed for "trade advertising," a program which never really materialized. In July, 1956, it got the men's line.

American Enka Moves to Donahue & Coe

NEW YORK, Feb. 6—Donahue & Coe has been appointed to handle American Enka Corp.'s advertising for its yarns and fibers, effective April 1. An expanded program will be announced after D&C takes over. The agency has been Anderson & Cairns.

NBC, Independent Group Plan New Radio Setups

NEW YORK, Feb. 6—National Broadcasting Co. will announce Monday a plan to extend its network radio service with the addition of program time featuring top show business names. Network and stations will share in selling the additional time, but stations will be compensated for time sold by the network. In another move, a committee of independent broadcasters headed by Herbert L. Krueger, WTAG, Worcester, is planning formation of Radio World Wide program service to provide 40 hours of programming weekly.

Palm Beach Co. Names Rohloff; Other Late News

• **Eugene W. Rohloff** has been appointed advertising director of Palm Beach Co. Formerly with Benton & Bowles, Mr. Rohloff was also advertising director of Wallachs Inc. and handled the British Woollens account at Victor A. Bennett Co.

• **Klau-Van Pietersom-Dunlap,** Chicago, has been appointed to handle advertising for Mojonnier Associates division of Kartridg-Pac Machine Co., a subsidiary of Oscar Mayer & Co. Mojonnier, Franklin Park, Ill., manufactures aerosol filling machinery for containers and also milk filling equipment. The company has not had an agency.

• **A bill to tax advertising in Maine** (AA, Feb. 2) will probably be filed Feb. 11, according to James E. (Ned) Coffin, Freeport Democrat, the state senator who is sponsoring the measure. It will be filed in the lower house by Rep. Ronald Kellam (D., Portland). Mr. Coffin said he thinks the bill has "a 50-50 chance" of being enacted.

• **Flav-R-Straws Inc.** has appointed Newton Advertising to handle its advertising and promotion in eastern markets. From September through December, this part of the account was handled by Kastor, Hilton, Chesley, Clifford & Atherton. Jere Bayard Advertising, Los Angeles, continues to service the account in 11 western states. The company, which a year ago was weathering a sales decline and management switch, now reports sales are "strongly on the way back up."

• **American Research Bureau,** Washington, broadcast research company, is moving into the opinion and market research field with a new subsidiary corporation, ARB Surveys, to be headquartered in New York. ARB Surveys will begin operations March 1 under the presidency of Don Cahalan, formerly chief project director of W. R. Simmons & Associates. Anne Schuetz Zanes, formerly director of surveys in ARB's Washington office, will be general manager.

• **Studebaker-Packard Corp.,** South Bend, Ind., will break a major spot radio campaign Feb. 21 on 1,250 stations. Minute announcements for Lark cars will be scheduled through March 8, with 30 announcements set for each station during the campaign. D'Arcy Advertising Co. is the agency.

• **Liebmann Breweries,** brewer of Rheingold beer, will introduce its new Rheingold Scotch Brand ale the last week of February in New Jersey, New York and Massachusetts with ads in about 80 newspapers, about 90 weekly radio spots, outdoor posters in metropolitan New York and Boston, and extensive point of sale material. Foote, Cone & Belding is the agency.

• **C. Allen Hurt** is out as assistant publisher of *Missiles & Rockets*. A successor to Mr. Hurt, who joined the publication last April, will be named next week. (*See earlier story on American Aviation Publications on Page* 44.)

• **The Boston Globe** has switched its account from John C. Dowd Inc. to Batten, Barton, Durstine & Osborn. The agency will handle the daily's promotion and circulation ads.

• **John Hoagland** will resign as vp and broadcast account supervisor at Batten, Barton, Durstine & Osborn to become vp and associate director of the broadcast department of Ogilvy, Benson & Mather, New York, effective March 1.

• **The McCarty Co.** has completed its acquisition of the Stonedale-Jones Advertising Agency, Houston (AA, Feb. 2). All Stonedale-Jones personnel and clients, including two divisions of Dresser Industries—Lane-Wells Co. and Southwestern Industrial Electronics—go to McCarty. Robert Stonedale, president of Stonedale-Jones, will remain as a technical consultant. Edward Beauchamp, who resigned this week as advertising and sales promotion manager of Lane-Wells when the company disbanded its ad department, will be president, treasurer and office manager of the new McCarty branch. The agency will move next week to 2472 Bolsover St., Houston.

• **U. S. News & World Report** will change its cover date from Friday to Monday effective with its first issue in March. The issue which would have been dated March 6 will carry the date of March 9. The change was made because the publication "is a Monday magazine in the minds of most of its readers." The closing date for b&w and 2-color r.o.p. advertising forms, which has been 14 days before cover date, now becomes 17 days before cover date.

FCC Spot Sales Ban Would Hurt Competition: NBC

Nets Hit Plan; FCC Action on 'Must Buy,' Station Limits Awaited

NEW YORK, Feb. 6—Both National Broadcasting Co. and Columbia Broadcasting System told ADVERTISING AGE this week that they will oppose the Federal Communications Commission's rule change limiting the networks' role in tv spot sales to selling for their owned stations only (AA, Jan. 26).

Merle Jones, president of CBS-TV's stations division, voiced the hope that the FCC will not adopt the rule eliminating the network-owned representatives from the spot sales field.

A spokesman for NBC pointed out that "NBC has consistently opposed such action by the FCC since 1948 because it believes that banning network companies from the field would restrict, rather than enhance, competition among spot representatives."

■ There are still several steps before any actual change in the existing situation will occur. Today's action is what is known as a "notice of proposed rule making." It gives industry members until Feb. 28 to submit comments on the idea and an additional 15 days for replies to the original comments.

After these comments are in, FCC determines its next move, which could range from a decision to schedule public hearings to the adoption of a rule which would become effective immediately.

Since the commission's study group covered only tv, FCC's notice today suggested that broadcasters also discuss the need for a similar rule applying to radio as well.

■ This is the second of the major recommendations of the network study group to reach a vote at FCC. Previously the commission, by a 4-3 vote, approved a proposed decision which over-ruled a network staff finding calling for the elimination of option time agreements between networks and their affiliates.

Because the Department of Justice has taken the position that option time agreements represent outright violations of the anti-trust laws, FCC's views have not been made public, pending review by the government's top anti-trust authorities. Sufficient detail has been "leaked," however, to indicate that the commission's report accepts the defense advanced by network officials, who warn that national tv service could not continue in the absence of enforceable option time contracts.

■ As yet the commission has not acted on a network study group recommendation calling for the elimination of "must buy." Meanwhile, however, both CBS and NBC have voluntarily switched from "must buy" to minimum buy arrangements which are in accord with proposals submitted to the commission by the network study group.

Also still to come before the commission are a variety of staff recommendations designed to cut down on the number of stations licensed to any individual. FCC's majority is believed to be overwhelmingly hostile to any further restrictions on multiple ownership and there have even been proposals within the commission for a relaxation of the multiple ownership limit, to allow group owners to add to the current limit of five vhfs and two uhfs. #

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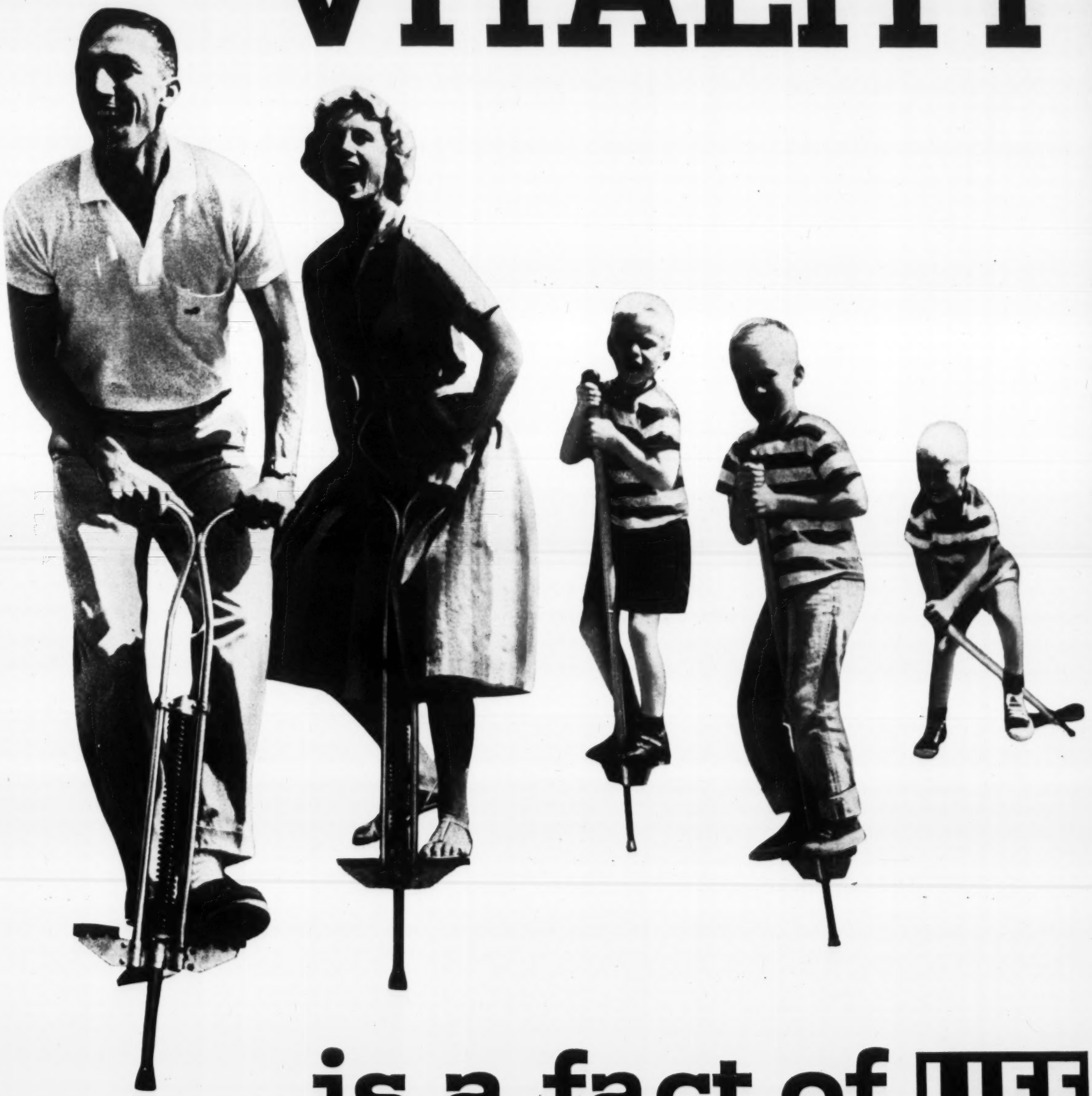
VITALITY



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